

THREE STARS OF A GREAT MERCHANDISING DRAMA WHICH PLAYS TO A CAPACITY AUDIENCE EVERY DAY IN THE YEAR. THE STORY IS ON PAGE 4

HE prize-winning entries and several other teresting items from our What To Do With Hitler Competition will be found on page 14. We have felt compelled to regard as undeserving of a prize all those entries which project of exhibiting the Fuelifor in a eage, whether as a peripatetic exhibit to be taken all around the world, or as a part of the permanent equipment of the London, Toronto or New York. Zoological Gardons. This eliminated about half the en-A small number of others had also to be eliminated by reason of their possessing es which, while in no way detracting their merits, rendered them unsuitable olication in a great family journal like MY NIGHT; the contributors of these will rece a small consolation prize of one dollar

competition has served one purpose we did not anticipate when we started one of the entrants puts it: "I am sure his contest will prove a great boon to es and suppressions of all sorts which told hinder and torment so many peoday. Letting off steam is always a read it is generous of you to afford an opport nity to those of us who are afflicted with emotions on the subject of Hitler

The Ruin of Character

an extra

or by the

E deterioration of character which inevit ly results when men and women are reof the responsibility for their own liveliby being taken in charge by an organizasuch as the WPA of the United States or ess ambitious but perhaps equally delizing Welfare Departments of Canadian has been very vividly depicted in a novel entified Men Working and written by a younbrother of the famous novelist William likner. We do not recommend the volume r pleasant reading, although John Faulkner hs to have a livelier sense of humor than lliam; but we wish that Canada' possessed iterary artist who would give to the same Subject in this country the same serious care and honest investigation. Our own limited ex-Derience suggests that, with some little allow-

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ance for the exaggeration required by dramatic effect, the conditions depicted in Men Working could be duplicated in many parts of Canada. Indeed the Canadian system is fundamentally worse, for the WPA at least exacted some sort of pretence of working, some semblance of value delivered, as a condition of receiving a livelihood.

It is natural that, taken as a whole, the class of citizens who come under the WPA or the dole system should not be the strongest in the country in respect either of intelligence or of character. But even the best of those of us who by good fortune have been able to avoid that fate would be hard put to it to retain our self-respect, our sense of values, and our passionate desire for independence, if

we had been kept alive for months and years on end by a system which grudgingly admits that its beneficiaries must be kept alive because they are human beings, but affords them no chance to earn a better claim to their liveli-

Gas-Saving Suggestion

I'O CONSERVE gasoline, the authorities are urging motorists to use their cars less, to have them in the best operating condition when they do use them, and to drive at moderate speed. Forty miles an hour is suggested as a reasonable maximum. To promote a wider adherence to this limitation, why not get motorists to sign "Not More Than Forty"

pledges and give them stickers or plates to put on their cars proclaiming the fact? If they then exceeded the forty-mile limit they would make themselves ridiculous in the eyes their own speedometers that the pledge was

The Arvida Affair

FOR two weeks past we have put this paper public on the Arvida Affair. We did so in the that in the time that must elapse between something would be done to inform the Canathere is in the assertion that several hundred skilled workmen in the province of Quebec are saboteurs, or at least the tools of saboteurs, expectation has been disappointed for two conclusion that if the public is given no facts to remember it will soon forget even the rumors, the charges, the angry words of ministers, the frantic activity of the censorship, and all the other amazing things which marked the days between the announcement that the aluminum in the Arvida melting-pots had been that the workers were back at work and it would take some weeks to chip it out again.

If the Government has really come to that conclusion, we think it is entirely wrong. We think that the Canadian public is this tune thoroughly fed up with being kept in the dark. We think it feels that this is too under the tombstone of the censorship. We do not know just exactly what the Canadian public can do about it, except to keep on pro-

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DEAR MR. EDITOR

Art Does Need Sociability

Editor SATURDAY NIGHT:

I^N SIR WYLY GRIER'S article "Sociability in Art", in which he appears to be trying to say that Canadian painters ought not to organize because the poems of Dante, Shakespeare and Milton were written by them and not by their friends, some questions are asked which seem to me to require answers.

"Did Dante originate or modify his Interno as a result of chatting with fellow members of a downtown club?

In a way, yes. Dante was a very clubbable man. But as his club in Florence had been dissolved he was compelled to invent another for the purposes of his poem. The Inferno is largely a series of conversations between Dante and spirits of people he knew well when they were alive, all of whom contribute to and modify

"Had Shakespeare a tavern to which he withdrew to talk over his plays with lesser men?"

Yes: it was called the Mermaid, and, as the historian Fuller says, 'Many were the wit-combates betwixt him and Ben Jonson."

"Did not Milton, blind and solitary, dictate his Paradise Lost to his longsuffering daughters?

Not much of it, no: that is an old fable. In any case Milton was far more interested in being a storm centre of social activity than in being blind and solitary. "Do the other arts gain anything

beyond friendly intercourse (if that) by hobnobbing with their fellow craftsmen?"

The grammar of this is a little difficult to follow, but I think the answer is yes. Sir Joshua Reynolds, the great pioneer among all or-ganizers of artists, points out that "hobnobbing" is essential even for students in an Academy: "It is generally found, that a youth more easily receives instruction from the companions of his studies, whose minds are nearly on a level with his own, than from those who are much his superiors; and it is from his equals only that he catches the fire of emulation." (Discourse 1).

Toronto, Ont. H. N. FRYE.

The French-Canadians

Editor SATURDAY NIGHT:

HAVE been a constant reader of your valuable paper now for a good many years, and I want to state that on all matters of national and international importance, you show a wide comprehension, and generally take a broad and open-minded view point on the questions and problems

In your issue of August 2 there appeared an article entitled "The French-Canadians Are Ready to Play Ball" written by Mr. Richard M. Saunders. I have not the good fortune of knowing him, but from the bottom of my heart I want to thank him for what he has said concerning the attitude of the French-Canadians

With his analytical mind, he has been able to understand and realize the exact situation in the Province of Quebec; what has been accomplished there and how its sympathy for the common cause has been expressed by its spontaneous and tremendous efforts in its war activities.

ing and always try to raise rancor and animosity against the sister

You are doing fine constructive work, Mr. Saunders, in such activities, and in doing so, you show the real Canadian and British spirit; the spirit which happily for all, animates the great majority of our Canadian people. You are doing more by your friendly and under standing statements; you give encouragement and strength to the Canadians of French descent to con-

tinue to play their part fully in the councils of the Canadian nation as well as with the other people of the British Commonwealth of Nations. Your attitude encourages them in their efforts and makes them realize that their contribution is appreciated by their fellow Canadians.

Cochrane, Ont. J. A. Bradette (M.P.)

Internment Procedure

Editor SATURDAY NIGHT:

DID the Right Hon. Ernest Lapointe fully realize the effect that would be produced upon the feelings of a large part of the population of Canada by his words in the House of Commons a few days before adjournment, on the question of final responsibility for the continued internment of persons whose release has been recommended by an advisory tribunal? It is my very strong belief that he did not, and that that effect is being highly detrimental to the unity of Canada, and will become more so unless something can be done to counteract the significance of his utterance.

What were Mr. Lapointe's exact words? He was, it will be remembered, discussing the cases of men who, having been interned on motion of the R.C.M.P., have applied for a tribunal to hear their explanations and to advise the Minister of Justice whether they should or should not be held, and have been heard by such a tribunal (consisting of a person who holds or has held high judicial office), and recommended for release.

"If the judge, after having heard witnesses, consisting of the family of the interned man, and some others, comes to the conclusion that the man is not a serious danger and should be released, and if the men responsible for order, the officers of the Royal Canadian Mounted Police, and especially those whom I trust and in whose judgment I have confidence, tell me on their responsibility that they do not wish to be held responsible for what that man could do if he were left at liberty; then, if I order the release of such a man, and a month or two after such release a serious act of sabotage is committed, resulting in loss of life, and if such activities can be traced to the man in question, who would be responsible? I would be. The government would be. The judge, for whose judgment I would have the greatest respect, would not be the one who would be blamed. No; the Minister of Justice would be blamed. The government would be

The obvious, and the only possible, inference from this is that Mr. Lapointe does not, in such a case, or der the release, and that the final responsibility for the man's detention rests with those officers of the Royal Canadian Mounted Police whom I trust and in whose judgment I have confidence."

pointe and to the Government. through your columns, that these words probably have an entirely different meaning to him and his colleagues and friends on the one hand, and to a large part of the population of Canada on the other.

To Mr. Lapointe the officers "whom I trust and in whose judgment I have confidence" are individual persons, of high character and unimpeachable honesty. He is partially right: I know some of them myself and I share his opinion of them. But it will be noted that he carefully refrains from including all the officers, and even all the high officers, of the force.

To a large part of the Canadian public, on the other hand, these men are not individuals, they are parts of an organization and an organization about which two things come rather strongly to mind. One thing



John Ryerson Maybee, M.A., who has been awarded the Charles Scribner Fellowship in English by Princeton University, Princeton, N.J. A son of Mr. and Mrs. Arthur Maybee of Toronto, he graduated from the University of Toronto (Trinity) in '39.

is that it is the organization which applied for the internment order in the first place, and which may be expected to have a pretty lively interest in having it maintained, since its cancellation means that the organization was wrong in applying for it. The other thing is that it is the organization which for some thirty years past has been the chief instrument in the protection of the rights of property in cases of labor difficulty. I am not for a moment suggesting that its use as such an instrument is improper. But it has had the very definite and unquestionable effect of creating in the minds of a considerable part of the population the idea that the R.C.M.P. is devoted to the interests of a particular class, and therefore opposed to the interests of another class which feels itself specially threatened by the whole internment pro-cedure. Nothing could be better cal-culated than Mr. Lapointe's words as quoted above to increase the dissatisfaction of this latter class with that procedure.

I want also to suggest to Mr. Lapointe that there is probably some degree of error in both his own view and the labor view about the officers "whom I trust" and who re consequently the final authority lor the continued internment of certain individuals against the advice of the high judicial personage (or in future of three persons with one judical personage among them). It is used as to expect this to be regarded by the entire population as a satisfact y

Winnipeg, Man. Quis Custon ..

SATURDAY NIGHT

THE CANADIAN WEEKLY

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Minister to Canada; behind Mr. Howe is Hon. T. D. Bouchard, Minister of Public Works in the Quebec Provincial Government. Note border signs.

William H. Willis, Governor of Vermont State, left, and Hon. C. D. Howe,

Canadian Minister of Munitions and Supply, do an official welding job

as the two sections of the pipeline are brought together at the border.

Immediately behind Governor Willis stands Hon. Pierpont Moffat, U.S.

In a ceremony attended by thousands, the Canadian and United States

sections of a 236-mile pipeline which will join a tanker terminal in Port-

land, Me., with oil refineries in Montreal late this year, were joined last

week. A general view of the pipeline shortly before the ends were

joined together. The pipeline has already been given the A-1-A highest

priority rating by the U.S. Secretary of the Interior Harold L. Ickes.

Two welders, a Canadian, James O. Lambert of Montreal on the right, and an American, Jean Lilly of Hull, Missouri, shake hands as the two ends are brought together. With "voluntary" gas rationing in effect in Canada and the Eastern United States, in order to release tankers for Britain, it is expected that the pipeline will bring an easement of the gasoline shortage by saving tankers the long haul up the St. Lawrence.

August 16

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Continued from Page One)

ut we think that it will keep on prond we propose to help it. This is in on the most outrageous misuse of 's of censorship that the Government permitted itself. No military advanaccrue to the enemy from the publithe facts about the Arvida Affair. ment to Canadian morale can result publication, that is not infinitely less than the detriment that is already being caused appression of all information about it. No had to the prestige and popularity of the pominion Government can result, which is not infinite less than the harm already done by the su-ncion that its behavior in the Arvida as been inept, cowardly and inconeistent. Nothing could strengthen that susmeion more than the policy of totally suppressing all information.

Changing Conditions

IT IS amazing how, in political and economic transactions, a rule or principle which was quite tolerable and harmless or even beneficial in a certain set of circumstances may, by a very slight change in those circumstances, become harmful and even intolerable. It is almost equally amazing how long such a rule or principle, in spite of having become harmful or intolerable to a considerable part of the population, may continue to be regarded by the test of the population as harmless or even beneficial in the past and the change in circumstances has not been noted.

Taxation of all sorts in Canada used to be an almost insignificant proportion of the transaction on which it was levied. In those circumstances, the privilege of exemption from taxation, while mildly enjoyable to its possessors, was no serious detriment to the taxed. The enurmous increase in the intensity of taxation has completely abolished this situation. Any exemption from taxation should now be scrutinized with the most rigid care, since it is possible that the considerations which justified it when it was a matter of one half of one per cent will completely fail to justify it when it is a matter of ten per cent or forty

Even the exemptions universally extended rational property stand in need of examination on these new circumstances. Exemption from taxation is obviously a bonus granted by the community to the exempted enterprise. If it unmercial enterprise, that is the exact such would be employed a bonus. e no doubt excellent reasons why the by should bonus a religious enter-If there are no very convincing reait should bonus all religious enterstrict proportion to the value of their to holdings. It is unfortunately posa religious body with very little real by do more good in the community, ofit more of the people, than a very one. When taxation was light we lave to worry about these things, but light any longer.

Canada-U.S. Timing

hat the relations between the United 's and Canada are constantly being d as so amiable and intimate that the mns have practically two minds with ingle thought, one is occasionally led to wo, by whether they could not bring themselves a act occasionally, not only in the same but at the same time. Since Canada started restricting the hours of sale of gasoline, the United States, at least in the east, has laken long steps in the same direction. But there were a few days in the interval, when Canadi was under war restrictions and the fifted States was not; and some American ourists apparently, and some Canadian jourlatists evidently, took advantage of this situaion to complain that there had been a breach of bath by the Canadian Government towards anarla's American visitors. This breach of faith arises out of the statement made by Prime Minister King on February 6 in an ad-Vertisement in many American publications, in



WRITING ON THE WALL

which he said (to our American visitors); "You will suffer no restrictions; you will be as free in our country as you are in your own."

For ourselves we are not at all disposed to feel that a statement of fact made in early February is to be construed as a pledge valid until the end of August (or whatever other period, if any, Mr. King's critics like to assign to it). But if Canada and the United States could have managed to act in concert in the timing of their several restrictive acts, all disappointment by American tourists, and all ground of criticism by Canadian journalists, concerning this particular subject would have been obviated. Obviously we should all have

THE OLD UNHAPPY GODS

THE old, unhappy gods have come again That lay asleep in far, forgotten places, Dim and unholy in the minds of men With barren dust upon their evil faces.

The ancient fears have wakened from their sleep.

Loose-lipped and hollow-eyed and tongued with flame

To burn men's minds with awful wounds and

And turn their feet to brutal ways of

The half-remembered terrors of the night When men were children on a harsh new earth.

Arise once more, in fierce infernal light To revel at Catastrophe's rebirth.

Merridale, Man.

DONALD L. AIKEN.

been much happier, and the critics could have moved on to give their attention to something of rather more importance in the winning of the war. It seems to us that nothing is lacking, for the establishment of a system of mutual timing, except perhaps a little machinery. If there were somebody whose business it could be to see that the Governor General's advisers should know all about everything that is being considered at Washington, and everything that is being considered at Ottawa, except of course the deep, dark military see rets of both Councils, the thing would be practically done. The two Governments are one in spirit; all they need is a few long distance telephone calls to make them one in action,

P.C. 7440 Is Wrong

THE idea that a limitation upon the hourly wage of factory workers will provide an effective brake against the rise of the price level an idea which is the basis of Canada's labor policy as set forth in P.C. 7440 is unfortunately illusory. It would probably work more or less effectively at a time when there was no great increase in the number of working hours, or when the increased working hours were devoted to the production of the kind of goods which would be in increased demand as the result of an increased distri-

bution of money wages. But this is not that sort of a time. There is a great increase in the total number of hours worked, and no corresponding increase in the supply of goods which the workers are going to demand with their increased wages; for the additional goods which are being turned out are of the kind which is needed only by governments engaged in the defence of their countries. In consequence, there is bound to be a largely increased demand for the kind of thing which the workingman and his family want when they are relatively prosperous, and the mere limitation of the hourly wage, and not the weekly income, to a fixed relation with the cost of living will do nothing whatever to check this increased demand.

A working class family which could barely maintain itself with one member working 36 hours a week for 45 weeks in the year now contains in all probability one member working 44 hours for 52 weeks and anywhere from one to four other members who on the average will together add at least the equivalent of another full-time wage to the family exchequer. We are not suggesting that there is anything wrong about this, we are merely pointing out its effect upon buying power. On the other hand the agricultural population, which during the depression has been in the same uncomfortable position regarding income as the wage workers, has had to exert just as much labor to obtain that income as it did when its income was twice or three times as great, and cannot now throw any reserve working power into the task of improving its

In other words P.C. 7440 is based on the assumption that the economic position of the worker depends upon his hourly wage, whereas it really depends upon his hourly wage multiplied by the number of hours worked by all members of the family unit. The country is fast reaching a state of saturation in respect chasing power of the wage earners may easily become more than twice what it was during the depression, not in terms of dollars but in mands. This can be prevented from resulting first of these, and the one to which the Canadian Government seems to have adhered along with that of the United States, is restric tion of prices. To the extent to which this works it merely leaves an immense part of the new purchasing power to overflow towards unrestricted (and therefore probably luxurious) commodities, the production of which will put an additional strain upon labor and capital which are needed for the war. The second method is the promptest possible recapture of the largest possible amount of the new surby taxation taxation which should in our opinion be accompanied by a definite and binding promise to repay a substantial part of the captured income when labor is no longer needed for defence. Of such a policy we hear not even the remotest echo of any suggestion.

THE PASSING SHOW

A CCORDING to a London report, R.A.F. officers have women "batmen" to press their pants, clean their boots, and so on. In Canada, too, many airmen are getting married.

It is reported that the bicycle business is booming while the gasoline business is declining. It's just a vicious cycle.

Nazi propagandists claim that Russian guerrillas are being lured out of hiding with sad music. Sad music like Deutschland Ueber Alles?

PASTORAL FRAGMENT

The rolling year revolves once more, and see—
The Fair appears, yes, 'tis the C.N.E.!
See Autumn from her cornucopia pour
Her riches, 'til the thing becomes a bore;
See Flora, wilting in a stuffy tent,
'Midst clam'rous votaries, on ribbons bent;
See Thalia butcher'd in the grandstand show,
While Polyhymnia squalls, and cattle low;
Quaint, cheating Momus in the Midway see,
Where the deft shell-man plies th' clusive pea,
And urban peasants crowd in frowsy crew
In bumpkin awe monstrosities to view;
Spin the wool-taffy, glowing hot-dogs serve
That we may gorge, while Europe's millions

At such a Kermis, who would dare deny That we are gods, and revel in the sky. That the flat fairground is Parnassus' mountain,

And Helicon's pure flow supplies The Fountain?

A seaman on a British troop-transport avers that Canadian soldiers are mild and shy. But the Nazis had better not bank on it,

There are reports that Ontario will suffer a shortage of electricity before long. We cannot say whether or not this has anything to do with Mr. Hepburn's projected departure for England.

Mr. Roosevelt says that the fishing was good on his recent cruise, but nothing came of our secret hope that Mr. Roosevelt would hook a submarine

BARGAIN!

I PURCHASED a cottage, complete, by the shore.

But I'll never go back there again any more Unless they can shrink it and line it with tin So there isn't a hole for a guest to creep in GURAN DOUGLAS,

Italian reinforcements have been sent to Russia. We knew the Nazis were in a bad way but we didn't know it was that bad.

The United States has "unfrozen" war materials for Russia. So for the first time in months Russia is to have an ice-free port in the United States.

The Associated Press has inaugurated a Rumor Deflator Service, for pricking wild propaganda tales. Someone has remembered that the pin is mightier than the sword.

A woman mistook a typographical error in the Calgary Herald for the code of Nazi spies, and informed the police. She was informed that unfortunately typographical errors are not covered by the Criminal Code.

TROUGH THEORY

THESE writers of free verse on sordid

These toadstools in the literary pan; So busy making nightmares out of dreams Or spilling garbage from a wordy can Laugh "he-he-he" at Darwin, for it seems They think the pig is higher than the man GUEAN DOUGLAS

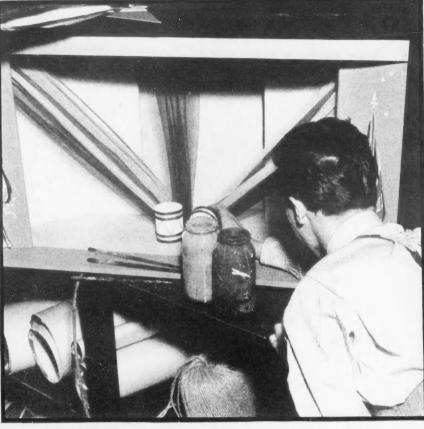
Vichy bedtime song: "Oo's 'iekle Darlan is 'oo?"

A Toronto man has been arrested for marrying his wife's sister. Probably he's one of those men who can't bear the thought of in-laws.

Window Dressing Combines Stagecraft, Art...



When a theme is selected, artist sketches the window . . .

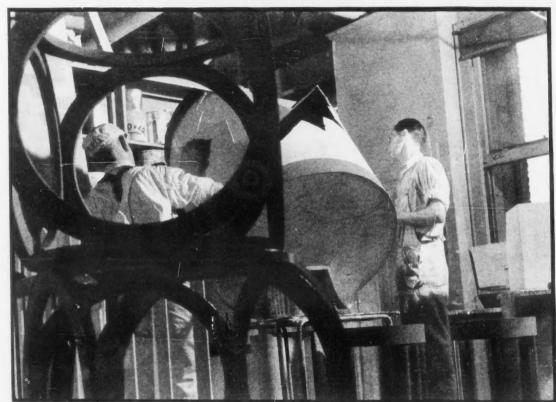


. . . which is dressed in miniature for color combinations, settings . . .



... complete with tiny plasticene models

Dismemb



Miracles in settings and unusual effects are produced in the carpentry and paint shop



Huge photographs and timely displays keep steady pace with the news to sell merchandise

SHE'S a blonde. She's a brunette. She can wear clothes and strike the most exotic poses. She's the best dressed woman here, there or anywhere. She's gorgeous. She's beautiful. But she's dumb.

Staid and stately business men take sly glances at her on their way to work in the morning or during the noon-hour rush and wish they were not staid and stately business men. Their wives, while on their afternoon shopping tours, look at her with mixed feelings of adoration and jealousy. She is what they would like to be, the Miss Canada of style and glamour. She is one of the reasons the ladies-wear and cosmetic industries are able to declare dividends in good times or bad, come war or peace. She is Canadian womanhood idealized, the tops in feminine perfection whom one sees in the shop windows of downtown departmental stores . . . the plaster composition mannequin . . . that silent, inscrutable business woman, who is almost as important to the selling of merchandise as the highest paid executive in the store.

The life-like mannequin of today is a decided contrast to those of former years, the decapitated feminine forms which stood on casters, or those of a later date, the ghastly-looking ladies with the funereal wax faces, unimaginatively created in form and pose and complete blackouts in sex appeal. Instead of being something dead and impersonal she has the appearance of being so alive and real that to walk in suddenly behind the scenes, where she is being dressed for appearance in a window setting, is something to make the most hard-boiled male blush and beat a hasty retreat, as he would on entering a ladies' powder room by mistake.

der room by mistake.

However, the men and women from the merchandise display of a big store stand on no such ceremony. They take the heavy blonde or the young matron with the haughty expression, turn her upside down the better to put on her silk stockings, dismember an arm to get her into a garment and generally treat her with all the indifference of an artist toward a piece of canvas on which he is about to create a beautiful picture.

Despite all the illusions she may create the mannequin is, in the final

analysis, advertising space, the same as the pages of a newspaper, magazine or billboard . . . a medium of expression to tell a sales message. She may look exotic and glamorous, but her job, rather than just be a pretty-pretty, is to sell goods. Take the Robt, Simpson Co. Ltd. for example. Here we see her along with her sister mannequins, cast in a great merchandising drama. They are the on-stage players of a whole department, the merchandise display, which has as its function the selling of merchandise through the windows and interior settings of the store.

DISPLAY men check the fifty-six windows of this store several times daily. They trim 4,500 windows in a year, every one different, although you'll often see a "theme" carried out along a whole Yonge or Richmond Street front. A garden wedding one day, a rough and tumble camp the next always the last word in lighting and color

always the acme of perfection. Every detail is double-checked. To a display man, even a misplaced pin is poison. If a flop card falls on its face, ten 'phone calls will reach the display department in as many min utes). And often there's a "scoop" in news pictures or merchandise shown. Today's display men are fast workers, too can change all the windows in just three hours. They've got it down to a science . . . a science that has just one object: "dramatize the merchandise."

It may be only a wisp of dreamy chiffon. But if it's in the window, it's dramatized by all the arts of the theatre. Carefully designed wings, backdrop, skilful spot lighting, color ful accessories, chosen deliberately to harmonize or contrast, make it the centre of attention. For that little space of time before it's wrapped in a box and sent off in a red and yellow truck to your home, it's treated like a jewel.

Perhaps perfume is sprayed out delicately on the street air, so it's surrounded in a fragrant aura. Music of all kinds from the tinkling music box variety to orchestral ar rangements may herald its beauty to the passer-by. If it's a ski suit, instead of a filmy evening frock, powerful fans may drive swirling snow into miniature storms.

Story by Harold Sutherland

. With the Thrills of a Play's "First Night"



Dismembering mannequin before changing window



... which is scrubbed while denuded "cast" stands idly awaiting next "show"



Window socks are worn by display staff

A whole army of carpenters, painters, scrubwomen, artists, designers, display men, display stylists and card writers have worked on this setting-for-a week for that little piece of merchandise that may ultimately be yours.

A quick sketch by a display artist anslates the theme idea into color. From the sketch a miniature window built up, in proportions exactly orresponding to the big window. Materials, colors, lighting effects re tried out. Even a little plasticene lunmy takes her place wearing a my replica of the fashion to be hown. Sizes of display fixtures and mantities of draperies thus deterfined, the paint shop and carpenter hop take on the job. Blow-ups are idered, back drop sketches made if cossary, new silk cords attached, w drapes made, fresh, gilding one: there's bustle, activity and the well of wet paint through the whole--play department.

l'HE day the window goes in artives. Props loaded on trucks of down on the elevators to a arcade. Inside the windows, mazing changes are taking place, he beautiful, too serene for this held mannequins are taken apart, and from limb; some of them simulate the magician's cut-the-lady-indo act. Their dresses for a week of taken away. And they scarcely ke any notice at all while scrubomen wash the window floors, ben nobody dares go into a window thout his "socks" pulled neatly

Once again, every girl's dream omes true for each languid composition beauty. She gets a brand new offit, stockings included. Easier to tress than any small girl's doll, she loses something" for the clothes she mars with her lean, long waistline, or long long legs, her graceful tonce. To her painted poise is added the perfect hair-do, the right hade of nail polish, correct shoes with every costume to enhance her portly ankles. And there is always that complete serenity that never disappears even when she's left be ween displays with only a dust bag in her smartly coiffed head.

Finally, when her lapel pin is in place, her hat tilted at just the right ingle, her gloves held correctly in her half-closed, long-fingered hand,

the spotlights are turned on her . . . and her sisters . . . and her background . . . and the accessories grouped around her. The always-recurring drama of merchandise begins again

ALONG with this drama of merchandising one can't help but recall a story dealing with a drama of human emotions, which had to do with a mannequin and a young man of a display department in a New York store. She was a beautiful example of sculpturing art, a plaster composition model, he, a romantic soul

When he had a window to dress he saw to it that as frequently as possible, his Duchess, as he called her, was the figure to take the central place of the setting, to wear the best garments. It didn't matter what she had on, sportswear or evening gown, she always looked how he wanted her to look, because, like some flesh-and-blood women, she had the happy faculty of being attractive and well-groomed at all times. He received many compliments upon the appearance of his windows, so many in fact, that after a time he felt quite sure that he wasn't deserving of all the praise, some of it

should have gone to his Duchess.

As time went on he became more closely attached to his inanimate working mate, more dependent upon her for his success. Without her he was never quite sure whether a job was well done or not; with her, he always had confidence. His attachment for her gradually grew into a genuine fondness. She became more to him than just a mannequin, she was part of his success and a definite personality. And, according to the story, he fell in love with her.

His ability as a display man having been heralded hither and yon, the day came when he was offered a better job. To leave without his Duchess was unthinkable, so like a true Lochinyar, he showed no faint heart toward his lady, but returned to the store one evening and stole her from a window.

The consequences of this rash act are unknown, but perhaps it does explain why many men are more content to go window shopping with their wives than ever before ____ it's an intriguing mannequin who holds them enthralled, not merchandise.



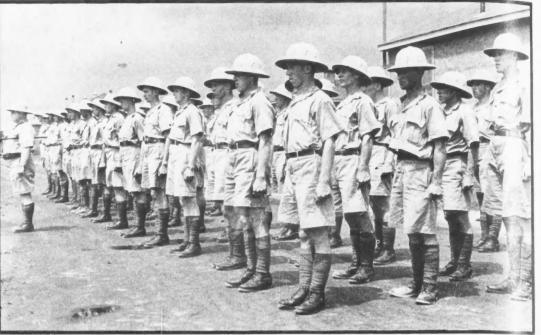
First full dress rehearsal. One of the cast has her stockings adjusted unceremoniously



Just before "curtain" time: last minute touches to the cast of the merchandising drama



Corporal Ballantyne Shows Rookie Alex Dickson How to Wear a Tam O'Shanter



Total Reserve at Cornwall, Ont., Volunteered for Active Army. Platoon No. 4, First to Volunteer

LaFlèche Molds a New Canadian Spearhead



A proud moment in a young trainee's life at Long Branch Training Centre, Ontario. For after a week's training he is receiving his first stripe, which makes him a Non-Commissioned officer with the rank of Lance-Corporal. "There are those who wonder if Canada's Army of today will prove the same mettle as the Army of 1918-who question the youth of Canada."

WHEN Foch called the First Canadian Corps the spearhead of the Allies in the Hundred Days that won the last World War, it wasn't just a figure of speech. It was a deliberate tribute to crowning achievements of Canadian arms There are those who wonder if Can ada's Army of today will prove the same mettle as the Army of 1918 who question the youth of Canada and, particularly among that youth, the trainees called for home defence But what about Active Service? It's one thing to wear a uniform for home glamor. It's another thing to go into battle.

There's a quiet, courteous, badly wounded man at Ottawa who knows this, whose spirit won him great distinction in the last war who is in-fusing that spirit into the trainees in this war. Few people realize the extent of military training being given to Canadian man power under the present system. In camps located in a hundred places across Canada, thousands of young Canadians are now in training for Active Service and home defence getting a valuable physical build-up learning their responsibilities and fitting themselves for any emergency. The man who is responsible for calling this great army of potential warriors and starting them off in the right frame of mind, is General L. R. LaFlèche.

For a man's spirit may inspire a multitude and LaFleche has that spirit. A man who walks in a permanent cast, whose face is pitted and scarred with wounds who lost the use of an eye and an arm must have that spirit if he is to become, after a quarter of a century, an effective Deputy Minister of Defence for Canada, And LaFléche must have had that spirit indeed to have survived that day at Mount Sorrel in June, 1916, when, as a Major with the famous Vingt-Deuxième, he, with twelve men, held his advanced position until surviving death and twenty-two wounds by the grace of God and the tenacity of his spirit. He lay in a before five men of his unit carried him out under the fire of German artillery. (Each one of those five men was awarded the Military Medof Honor). After long hospitalization he was invalided home to the of the Depot District in Montreal, with the rank of Lieutenant Colonel,

when he was in France Lt-Colonel LaFléche extended that concern to -65,000 men of all ranks whom he of soldier and dependent problems which gave him signal place as president or director of many organizaBY WALTER RIDDELL

All across Canada young men are entering military camps for 14 months' compulsory training. The man responsible for that training is Great War veteran Major-General L. R. LaFlèche, D.S.O., Legion of Honor.



Major-General L. R. LaFlèche

Canada's veterans and their families. Chief of these was perhaps the Canadian Legion and the British Empire Service League, which he helped to found, and of which, in turn, he was Honorary Dominion Treasurer, Dominion First Vice-President, Dominion President and Honorary Dominion President, succeeding the late General Sir Arthur Currie. He was active with the Knights of Columbus Army Huts and the Khaki League in Montreal; a member of the Advisory Committee for Quebec of Dominion Council of the Great War Veterans' Association. In 1929, he attended the conference of the British Empire Service League in London and was a member of the Canadian League and National Chairman of the French section of the Child & Welfare Committee.

So MUCH for his heart. It's big enough to shepherd even the scores of thousands of trainees in camps all across Canada but soldiers' problems have been only a part of this man's public service activities,

After representing the Canadian Legion before the parliamentary committees of 1928 and 1930, he was requested by the Government to become member of the Pension Appeal Court. He finally accepted, on the advice of Lieut-General Sir Percy Lake and of General Sir Arthur Currie, who, however, informed the Government that Lt. Colonel LaFleche should be named Deputy Minister of

National Defence, So, in November 1932, the man who had fought so well in the first World War found him self occupied with preparations for the deadlier struggle he anticipated

Γ A time when local interests were

ATA time when the international more in mind than international defence in misgivings, when national defence Canada and in many other countrie was at the ebb, he would have se Canadian industry to work from coast to coast, calling upon all parts of Canada to prepare to produce arms and munitions, from ships explosives. He would have built Canada's industry everywhere a potential source of supply in the war second only to the British Isles He wanted all parts of the Empi to agree to a plan of manufactur and supply agreeable to all. proved impossible, so he intere British authorities in Canada as the safe source of supply for arms and equipment. He convinced the British Air Mission which came to the ed States, then to Canada, thus craft, aero engines and aluminum and much other war equipmed and should be produced in ada for them. He believed that ada must become the arsenal Empire. He never swerved this objective, and did not span self, and followed British bu methods and opinion as being th because tried and tested by tinhad seen his plan materialize. than he would have wanted it pire and of all freedom-loving His unceasing work and great culties which he met exhauster not the least of that exhaustion due to the Bren Gun enquiry, in he faced a parliamentary composite for days, stood staunchly best Minister, Hon, Ian Mackenzh showed not only a willingnes almost an eagerness to accept sponsibility himself. Ministe Deputy Minister were both a medical board ordered imm rest entirely free from any wi occupation. After several m not yet believed sufficiently ered, he was offered several the High Commissionership to Africa which he refused, inrather that he he sent to the L or French Army then on the we front in France. His insistence ally met with its reward who was appointed Military Attache French High Command

Now Major-General LaFle back in Canada, Associate Deputy Minister of National War Services charged, above all, with the growing army of trainees. who know, know that he has done and is doing a great job; know partic ularly that his influence in his native province has been invaluable; do not hesitate to predict that the love and respect Quebec has for him will open Cabinet doors for him in the not too distant future.

stau Here at les

The Problem of British Columbia's Japanese

een the British Empire and British Columbians are wontoday . . . what about our apanese?

panese problem is an old one etish Columbians; living in offic Province are 94% of all sanese in Canada. But the threat at war gives the question new Over past years the cry of Penetration" has gone out ntly. The Japanese have sarged with trying "to breed wes into possession of B.C." It has been said that they teach loyalty only to Japan in their 40 language schools in that province; lev are not good Canadians; that their fleet of fishing smacks is menace in time of trouble. Anti-Japs say the Japanese are politically controlled from Tokio; that they live ike phurch mice and undersell the whites who have a higher standard of living; and that, in short, they should be sent back where they

Whites complain that the Japanese is no respecter of minimum hour and wage laws and that he is able to sell his wares at prices with which the Whites cannot compete. Anti-Oriental feeling arises also from a feeling of class distinction. As the Japanese strives to increase his standard of living, and moves into better residential districts, Whites become color

But it's the proximity of war now, that aggravates the British Columbia Japanese question. One answer, if you choose to accept it, was given by the official spokesman of the Japanese Citizens League in Vancouver just one your ago. "Our first loyalty is to Canada." he stated. "If the worst comes to the worst and there was a rlash between Japan and Great Britvia there would be no compromise in our loyalty. I am positive there is and one among us who would not defend B.C.'s coast against the Japanese Navy. This is our home and this is what we mean by loyalty."

"The Japanese Canadians"

Ann Japs clamor for more restrictmousures against the Japanese in B.C. while others who have studied purstion claim that a process of mation will ultimately create us minority problem in British that the discrimination the Japanese results in a tance of his lower standard of thus perpetuating the evil of the Whites complain. urges the elimination of distion against the Oriental. hisement of those naturalized in Canada.

ly between these two schools cht lies the suggestion brought by Young, Reid and Carin their book "The Japanese ms," which urges the adopquota system which would The R.C.M.P. seem satisfied with the conduct of Canada's Japanese to date, but have taken the precaution of registering them. The Japanese themselves protest their loyalty, say they have volunteered for active duty but have been refused.

Czecho-Slovakia in handling the demands of the German minority. Despite the fact that Japanese immigration to Canada today is restricted (a maximum of 150 per year are permitted entry under the terms of the revised Gentleman's Agreement) B.C. still faces the disconcerting fact that the Oriental population of the province is increasing about five times as fast as the white population. The Japanese natural increase in B.C. is about 25 per 1,000, while the White natural increase is less than five per 1,000. The

Japanese population jumped from

22,205 in 1931 to 25,886 in 1936 an

increase of 16% in five years. Im-

migration accounted for only about

allow up to certain fixed percentages

of Japanese to enter any line of

business. This system, they point

out, was successfully (?) operated in

thoroughly loyal to their adopted or native land" (Canada).

BY REGINALD H. MEEK

As war with Japan comes closer and closer, British Columbians, some of

British Columbia lives 94 per cent of all the Japanese in Canada.

them, are feeling apprehensive about their Japanese citizens. For in

on the heart of the situation, and seem to be quite satisfied with the conduct of the Japanese in B.C. A Federal Government Committee, investigating the Orientals in B.C. issued the following statement in January of this year: "As a result of the Committee's study, and of its own knowledge of the situation, the Government is satisfied that the great majority of people of Oriental racial origin who are now in Canada, are

Similarly, charges that the 40 Japanese language schools (with ap-

seminating pro-Axis propaganda, and teaching loyalty only to Japan, have not been substantiated by investigation. In March of this year, the Hon. G. M. Weir, B.C. Minister of Education, stated that the Government Japanese and other foreign language classes in the province had shown generally that they were in order.

Recently a Civic Committee in vestigating Japanese schools in Vantext-books be first submitted to the Province for approval before use in the school room, and that second generation Japanese be put in charge of the schools. The Japanese agreed to these suggestions as well as the request that a member of the Vancouver School Board be allowed to sit at their meetings.

B.C. Japanese are now being thumb-printed by the R.C.M.P. in a new registration program. Canpeatedly offered to serve in the Canadian armed forces; they are not Japanese fought overseas for Canada. The Japanese Nationality Law of 1921 states that a Japanese is not Canadian born or naturalized.

plying the B.C. coast will be impounded, and the Canadian Govern-ment will probably take new pre-

FROM WEEK TO WEEK

Religion and Education

ed minister as its Principal. Are we sure today that a total dis interestedness in education on the part of organized religion is a good thing for either education or religion? May it not, on the contrary, be one of the evidences that both religion and education have failed in some measure to fulfil their duty?

IT CAN, I think, be argued that the "in connexion with the Church of Scotland" began very early to fail to fulfil its duty to the new institution of which it had control. In 1843 there occurred the famous Free Catach secession in Scotland; it was for the secession in Canada, where there was no Establishment. Mr D. D. Calvin, the historian of Queen's whose admirable centenary volume has prompted most of these musings, can find no reason for it except that with Scottish clannishness the Presjudices of their friends 'at home' The secession took away about two thirds of the students and supporters of the infant university, and led to immediate plans for a rival institution, Knox College in Toronto. quarter of a century later the quar relling Presbyterians requited them had been done; Queen's had become definitely associated with the Old Kirk wing, and the Free Church wing had become interested in Knox, with Faculty. A generation later there was to be a similar upheaval at the Methodists and Congregationalists have been a perfect example of the type of religious organization which one would like to see exercising

I hasten to add that while the quarrelsome, they have been no more weaknesses of our time.

On the other hand it is interesting to query whether the developments

been altogether beneficial. It is obvious that in this scientific age science must be taught; but it is not quite so obvious that it must be its practical capabilities and its vancome. Mr. Calvin says that neven's has maintained "a deterwho have maintained this determinaother educational institutions on this

WHAT are the alternatives to the control of education by organized religion? One of them is, of course, the control of education by against that concept. The other is in effect control by the successful classes. It is a method which has prevailed more or less generally over most of North America ever since the period of religious control came to an end. It is not ideal. It great many of the weaknesses of

culture of the community in which during those same years. Now that the world is in the melting pot and everything is being made over, it is interesting to conjecture whether a true higher education, directed to the maintenance, not of scientific industries, but of a true "culture", must not necessarily have a good deal higher education of the last forty ears in North America has had. But education will need to be a much bet-

"Utterly Opposed"

700 of this increase.

But the Japanese rate of increase is threatening. The resolution passed unanimously by the B.C. Legislature in 1934 recording this body "as being utterly opposed to a further influx of Orientals into this province" does not face the situation today. Japanese immigration is relatively unimportant compared to the high birth

Anti-Japanese feeling, nevertheless, runs high among certain White groups in B.C. The Dominion Government through its freezing of Japanese credits and assets in Canada, has virtually severed all trade with Japan. Embargoes have been placed on Canadian products such as wheat, metals, logs, and Japan is now denied these Canadian products which she formerly bought in huge quantities. Canadian exports to Japan have reached as high as \$25,000,000 annually. Reaction from Japan is not calculated to be over friendly, and with the antagonism of the Whites in B.C. against the little brown men, the position of the Japs in B.C. is not a pleasant one.

Nevertheless, Vancouver Japanese remain outwardly serene. "We go on with our business and hope for the best," one Japanese business man told the Vancouver Province, "We have no quarrel with our Canadian

The R.C.M.P. have their stethoscope



Dorothy Thompson, American newspaper columnist and lecturer, and staunch friend of England, is in England studying wartime conditions. Here, in a London park, she stops to chat with three British girls. The one at left is a member of the Auxiliary Ambulance Service. In a recent broadcast to Germany, Miss Thompson declared Germany could not win War.

BY B. K. SANDWELL

OUEEN'S University, at Kingston, Ont., will celebrate in a few weeks the centenary of the granting of its charter. It is a very sound, if a very Scottish, judgment which selects this event, rather than the actual commencement of educational work, as the proper object of cele bration. The charter cost £700, which was a fortune then and even in these days can be described as important folding money; the "opening" of the college in the following year was a very mild affair. It had only a Principal and one other professor. and the Principal, who speedily developed a very low opinion of the quality of preparedness shown by his first students, found it necessary to devote most of his time to the task

province of Upper Canada. The Principal was a minister of the Church of Scotland in Scotland. The other professor was a minister of the Church of Scotland in Canada. The Principal had been sent out by the Colonial Committee of the Church of Scotland. The charter put the control of the new institution pretty completely in the hands of the ministers of the church, so much so that one of the lay promoters writes: "I am convinced that we made a bad blunder in consenting to so much clerical power on the Board of Trustees."

of raising funds rather than to that

of raising the intellectual level of the

In 1841 Queen's University was thus completely dominated by a religious body. In 1941 it is completely free from any association with any religious body, except for the purposes of its Theological College. In each of these years the condition that existed was regarded as the nain any educational institution. What is the reason for the tremendous change that has overtaken the relations between religion and education in the course of this hundred years?

WE WHO live in 1941 are accustomed to accept rather unquestioningly the ideas which are prevalent in 1941, as representing the ultimate of attainable truth. Our ancestors in 1841 did much the same thing about the ideas prevalent in their own time. Even the gentleman who wrote about the excessive clerical power in the new university would not have dreamed of suggesting that the church, as a church, should have nothing to say about the conduct of the institution; it was seventy years before the changing mood of public opinion wiped out that connection, and a good deal more than seventy years before the university ceased to have an ordain

BOOKS ON THE WAR

The United States -- Between Hitler and Japan

UNITED WE STAND, by Hanson BY WILLSON WOODSIDE Baldwin, McLeod. \$4.00.

THE ARMED FORCES OF THE PACIFIC, by W. D. Puleston. Ryerson, \$3.50.

THE FIGHT FOR THE PACIFIC, by Mark J. Gayn. McClelland and Stewart. \$4,00.

AMERICA IN ARMS, by J. McAuley Palmer. Ryerson. \$2.50.

WHAT MEIN KAMPF MEANS TO AMERICA, by Francis Hackett, McClelland and Stewart, 82.65. THE AMERICAN CENTURY, by

Henry R. Luce. Oxford. 81.25. LETTER TO THE AMERICAN PEOPLE, by Lawrence Hunt. Putnam. \$2.00.

HERE in this group of books is an almost complete picture of the position of the United States today. meet their challenge. All that is Wheeler · Lindbergh · Nye isolationist point of view; but apparently that is

of America's whole military position. Japan, and Francis Hackett's bril-liant analysis of Mein Kampt. United We Stand" is not, however,

win this year. Perhaps he would prefer to call this "caution", rather than pessimism, but whatever it is, it is perfectly illustrated by his inclusion, all through this book, of Russia's strength in ships, men and planes along with that of Germany, Italy and Japan, as forming the "totalitarian" front; and his assumption that all six of Italy's battleships might still be fit to join in an Axis attack across the Atlantic.

But once you have Baldwin's slant soundest and most industrious of American military writers. His book is a veritable encyclopaedia of the lessons to be drawn from the war to date, a plan for the defence of the United States, what she would be fighting for, her hemispheric problem, her enemies, the state of her army, navy and air forces, as well as of industry and finance, and a final "summation and forecast." As if that weren't good enough value, he adds a lengthy appendix containing tables of raw material sources, populations, the U.S. armament program.

U.S. Naval Weaknesses

Since Mr. Baldwin is a navy man, and the United States has already entered a stage of limited naval participation in the war with Germany, and may be engaged in fullscale war with Japan at almost any time, it might be most worth while to review the naval section of "United We Stand." While declaring that "our future greatness lies on the water", and "the trident of world sea power is now passing to the United States", the writer does not begin his chapter with the categorical statement that the present U.S. Navy is the finest in the world. He admits that there are defects in nine of the fifteen U.S. battleships, five being of a rather serious nature. The three in the Atlantic are old, slow, and incompletely modernized. Five battleships of the Pacific Fleet never have

has had a not-too-successful job done on them. All-in-all, the present U.S. battle line is the slowest in the world. But it is one of the most rugged. "Our gunnery is excellent . . . and our fleet air arm unequalled." As to the personnel, it is in general excellent, though it does not always get the best of handling. "The American officer probably knows his job better than the officer of any other nation. Technically he is far more master of his ship than the British officer or, perhaps, the German. He is not so good a seaman as the British (though probably better than the German), nor does he have to the same degree the qualities of calm imperturbability and innate leadership."

A gigantic and unprecedented building program which is "beyond Britain's capacity to match" is to increase U.S. naval strength between 1940-47 from 15 battleships to 32. from 6 aircraft-carriers to 18, from 37 cruisers to 91, 159 destroyers to 364, 105 submarines to 185, 2,000 planes to 15,000, and 184,000 officers and men to half a million.

Mr. Baldwin is no raving Anglophile-but neither is there any reason to think him anti-British. His outspoken opposition to the transfer of so much of American plane production to Britain, for example, and especially of big bombers, is understandable from a professional point of view, and gives one an inkling of velt has had to overcome in carrying

Strategy Towards Japan

A greater authority than Mr. Baldwin, Captain W. D. Puleston, former director of U.S. Naval Intelligence, expresses exactly opposite view of the aid-to-Britain policy in his wholly admirable book, The Armed Forces of the Pacific. This policy, while building up a huge plane production capacity in the United States, has prevented the U.S. air forces from becoming stocked up with obsolescent planes. In an easy, straightforward style which is also a model of brevity, Captain Puleston traces the rise of Japan, describes the Japanese and American naval or ganizations and the strategic position of the two rivals in the Far East, compares the strength of their fleets. and discusses just how they would be likely to conduct a war.

Once Washington decided to oppose Japan, the U.S. Fleet would steam at approximately 121g knots directly for Manila, with a stop at Guam. This is a total distance of 4,767 miles, and would hence take about two and a half weeks. Guam, lying about two-thirds of the way along, is very important to Captain Puleston. could be made as strong as Malta, be for the fleet and for bombers operating against Japan, 1,500 miles away.

The American Fleet would seek battle as soon as possible, and a chance to end the war at a blow. The allowing the Americans to reach a base in the Far East. In this decision the Japanese High Command would be tormented, as Jellicoe was at could lose the war and their empire in an afternoon. The American comfor his fleet belongs to a continental nation which can risk it in battle

From Manila the Americans would then establish a blockade of Japan. the blockade progressed, and attacks Japanese bases in the Inland Sea might force the Japanese commander to action. In Capt. Puleston's opinion the best way to make this a decisive action would be to go right



Radiophoto of the meeting between Russian Dictator Josef Stalin and Harry Hopkins, U.S. Lease-Lend Administrator, who flew to Moscow from London. Already the U.S. has diverted fighting planes to Russia with England's consent, for British emphasis is now on long range bombers.

and thus compelling their commander to stay and fight, or abandon an important part of his fleet strength. Only the destruction of the entire enemy fleet ought then to satisfy the American commander. Captain Puleston doesn't strike one as a vindictive man. He would not cut off Japan's raw material sources of livelihood. But if she persists in playing Germany's game he believes in bold methods of dealing with her. Nor has he the slightest doubt of the outcome. The national ambition of the "fecund, virile, courageous and acquisitive" Japanese people "was wisely limited by the leaders of the previous generation to the nation's strength. But if Japan now attempts to dominate the whole Far East she may overreach herself and burst like the bullfrog that attempted to become as large as an ox.

Mark J. Gayn's book, "The Fight for the Pacific", is an entirely dif-ferent affair, a journalist's account of the whole political struggle and military development in the Far East during the past six to eight years. Born in Outer Mongolia, the son of a big lumberman, Mr. Gayn moved to Vladivostok in 1923 and Shanghai in There he was connected with English-language newspapers on and off for a decade; but from 1934-37 he was an editor with the semi-official Japanese news agency Domei, travelling throughout the Orient.

As his contribution to the question of how the U.S. and Japanese navies would proceed should war break out. Mr. Gayn quotes Admiral Suetsugu. the probable Japanese commander in the next war." Suetsugu doubts if the U.S. Fleet would take the direct route from Pearl Harbor to Manila. via Guam, for this "would be like poking its nose into a trap: the vast network of Japan's island defences. Suetsugu thinks that the U.S. Fleet would take the long way round via Australia to Singapore, and Gavn seems to agree with him that even this would be dangerous, as Singapore "might be easily reduced by the Japanese," the United States' own advanced Pacific bases are incomthrough this area from Japanese submarine and bombing attack, and the U.S. west coast would be left uncovered from attack. Mr. Gayn is too pessimistic

Army Versus Congress

General Palmer's "America in Arms" might almost better be called "The Struggle of the American Army with Congress". The general wants see instituted the permanent militia of young men, serving a certain period each year between age 18-25, which Washington wanted in 1792. Had the United States had such a militia in 1939-40, it would have saved all the delay and political manocuvering over bringing in conscription, as he says. But is a slightly trained militia really the answer to the modern mechanized at tack? It seems to me that General de Gaulle had something very pointed

Away back in 1933 Wickham Steel did an analysis of Hitler and Men Kampf for Britons, under the titl "Hitler Whence and Whither?" only fault was in appearing on scene too soon. Now Francis Hack ett, the well-known author of "Henry VIII", has done the job for Amer

Mr. Hackett decided that he bug to know what is in Mein Kampt bought a copy in a drug store sat down to read 100 pages a until he had finished. He is the fi person I have ever heard of who able to bring himself to wade righ through Adolf's tedious, ungramma cal ranting opus. Do try to "What Mein Kampf Means to A erica" and read this brilliant criticis of the madman who, while call Germans "stupid" and "sheep-lik believed that by filling them w lies and the bigger the lie the m likely it was to be believed he coul make of them a master race which would conquer the world.

"The American Century"

To Co

yo ca ha 14

One of the most powerful figure America is Mr. Henry Luce, publis of Time, Life and Fortune. months ago he set down his vis of America's destiny in a long torial in Life entitled "The Ame" Century". This has now been produced in book form, with ments by Dorothy Thom, Quincy Howe, John Chamber Robert Spivack and Robert wood. "This baffling, difficult, doxical, revolutionary century America's first century as a power. The leadership of the v is being thrust into her hands must grasp it, become internation minded, and act (1), as "the dynleader of world trade," (2), as training centre from which wi out to the world American techand artistic skills, (3), as the " Samaritan" who will give at lest tenth of what she spends toda. arms "in a gigantic effort to fee world", and (4), as a "powerh is justice throughout the world.

Dorothy Thompson signalizes as "an American document" Chamberlain (who works for Luce) disagrees fundamentally stead of an "American Century would like to see a century "in) people are left alone to pursue own desires." In brief, he would a Swedish Century.

With all due respect for 1100 Luce and Dorothy Thompson, most potent journalistic utteranan American during the entire has been, I think, the famous to the New York Times, in January 1940, by the New York barrister rence Hunt. As his publishers if was reprinted throughout United States, Canada and (Britain, and here it is, expanded brought up-to-date in a small What Mr. Hunt does to the ca words, shibboleths and leaders American isolationism is someth wonderful and terrible!



Symbol of American friendship and co-operation is this American flag flying over a London building. Note other American flags in distance

and France signed an thirteen months ago thirteen months ago by the armies stopped, and battle between the two being fought—the battle rates in which Germany's ensure that not for many will France be again to face a war. The to ensure that France's will diminish while Germany's will prepared to the construction of the constr

dly increases. res of this struggle have on made public. One is ion of a booklet by Himmf the Gestapo, for the his Black Guards in sists upon the need for birthrate to make good losses in battle. The endeavor of the Vichy to secure the release of 1,500,000 young prison-Germany holds. Hitler earlan that he would reof the French prisoners but those selected are to of the Great War and 40 years old. With far-ing he is determined that tential fathers shall be as long as possible, thus rance's already diminishe and ensuring the future

Few salize the great changes in France's population which have alterally treat place. Whereas at the time of Napoleon, France was the most deserly populated country in Empire, today she is the country with the largest proportion of old people. The Vichy government is often milibed a "government of old men." In this sense it is characteristic of Kalmee. Even before the defeat fourteen per cent of France's population was over sixty. Deaths exceeded for this in France by 12,000 in 1917, a sear in which Britain's population mercased by 126,000 and Germany's by 478,000.

This type of change tends to acceptate and was already noticeable a fortain areas which were become depositated or largely populated the middle-aged and the battlet. Hitler believes that he can of the beloated country of its most rection asset its children and entain at never becomes again a nation. Even the feeble lichy averament has seen the larges and has not only tried to get work at the present circumstances.

To Compensate for Death

te is re-doubling its efforts pt to compensate for the ng from death and disthe battlefield heavier ermans care to admit caking up of millions of the result of soldiers beroad. Himmler's pamphis cowardly to have only The standard must be German women will make up for the blood battlefields and place at of our great Fuehrer people he needs for his k of unifying all Teutons." is not insisted upon. children are valuable the community . . ." empamphlet. Encouraging illegitimate children has the Nazi birthrate camime years. Today it has e point where advertisear in the press inserted by ving for the front anxious mildren and from fervent inxious to hear them. The o to prove that he is the isements are wrapped up

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in Germany the Nazi

ch from the beginning has hing possible to stimulate

cer, the birthrate is simply alon of war potential, an art from Field Marshal von it who urged, in print, that was sufficient to defeat your you must also depopulate the same time increasing a population. When Hitler power the German birthrate from 34.3 in 1901.5 to the showmanship of Nazi oda was used to whip it up.

MADE

IN

cell-known "pure

The Battle of the Birthrates

medals were to be awarded to mothers—gold for eight children, silver for six and bronze for four. Economic advantages were offered to parents. By 1937 the birthrate had risen to 18.8 (compared with 14.9 in Britain). The present renewed campaign is due to a decrease which be-

gan in Germany last spring. War always tends to lower birthrates, but

than anticipated and last year was

BY DAVID G. JOHNSTON

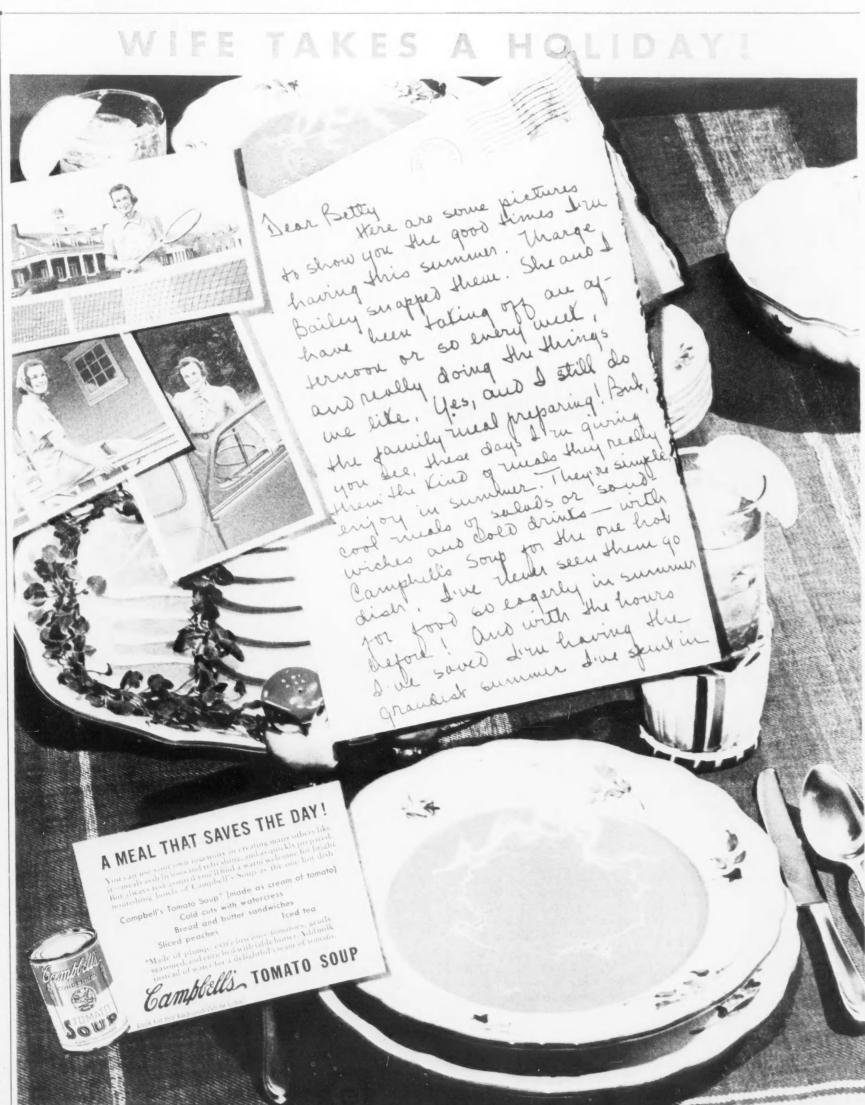
higher than in the low level year of 1933. In Germany, apparently, the drop has been bigger than anticipated.

Experts have suggested that confidence in the future rather than economic bribes are a determining factor and this is borne out by many factors. Mussolini's gigantic campaign for more babies has not had the expected

results, Japan is worried about the rapid reduction in the margin between births and deaths since 1935 and is setting up a semi-official organization to deal with it.

It is fairly certain that "the battle of the birthrates" will play a big part in post-war affairs. France—too late had adopted an almost revolutionary "family code" before the war started and we may expect family allowances to become general.

Reasonable economic security is an essential background, but a change of heart as we'll as a change of circumstances plays its part in raising the birtinrate. Parents are not likely to increase their families as a safeguard against future wars, but they may well do so in a world which seems secure. The wisest governments are not thinking in terms of soldiers when they seek to encourage larger families—all France's millions could not save her from the errors of an aged mentality resulting from an overlarge proportion of old people, And this, perhaps, is the crux of the matter.



MODERN

CAMPBELL'S

AT NEW

KITCHENS

TORONTO,

ONTARIO

THE SCIENCE FRONT

Industry's Gathering Dust Storm

was dismissed as trivial. Yet his 18th century idea was in reality a

WHAT may turn out to be one of

known did his remarkable work

the great basic production methods of tomorrow's world was dis-

Long, long ago, before there was Tiffany's on Fifth Avenue and bald

of platinum. There was no other use

for the stuff. It was only when chemists took an interest in platinum laboratory dishes that the metal acquired value. When platinum became a jeweller's treasure, many a muzhik's hut was raided by frantic

While platinum was only "Pt" in the scientist's catalogue, our unknown revolutionist began trying to form and shape it. The pale moonlight metal resisted forge and hammer, because it softened only at very high temperatures and easily became brittle. Then came the discovery. Why it happened we can't even

That forgotten metallurgist took some platinum dust, prepared by separating the metal from chemical

BY H. DYSON CARTER

solution. He pressed the powder into small billets. Then he heated it. An astonishing change took place, Long before the platinum dust got hot enough to melt it seemed to melt. It shrank and became pliable. Hit with a hammer, the billet behaved somewhat as red-hot iron behaves on the anvil. It could be worked. Heated and pounded several times the platinum powder changed into a dense, strong, ductile metal which could be shaped as easily as copper.

Here was a discovery of first importance. Outside the little platinum trade it remained unknown, though chemists and metal men heard of it.

The gap that followed was a hun-

dred years wide. In that time the Steel Age reached its zenith. The

Age of All Metals dawned. Count-

less brain and hand workers solved

innumerable metallurgical problems.

monstrous furnaces and mills rose

to mock Vulcan himself. And no one

In the electric lamp industry they

were changing over from Edison's famous thread glow-wire to wires

made of the metal tungsten. Tung-

sten proved to be the toughest of all

metals to work. Someone thought of the platinum trick. It worked.

Pure tungsten dust, pressed and

heated and hammered, changes into

a coherent mass that can be drawn

But even the blinding light of super lamps could not wake the faintest answering gleam in tech-

nical minds. Regard the situation! The lamp people were using on a mass scale a process that vastly simplified and cheapened the handling of a difficult metal. Why not other metals. There is no record of the

Awakening came from three remotely different directions at once. First, in the machinery world. Radical experiments with dry anti-fric-

tion bearings showed how powdered

metal could be mixed with powdered

graphite (the slippery stuff in pencil "leads") and pressed into solid form, without melting. Second, in the field of abrasives. Carrying the practice

of molding grindstones a step fur-

ther, abrasive men made sharp cut-

ting tools (the knives that slice and

carve up steel) by pressing carbide powders into desired shapes. Third,

in electrical equipment. Here tiny

metal contacts were produced, super-

for to any known, by mixing metal

into the finest of wires.

question being raised.

remembered about platinum cust.

Steel Age Zenith

humanity will be preserved for ever in status quo, as the ancient mammoths were frozen in Siberian ice. Maybe there is an explanation why

the course of powdered metals has run so long and hard. Most likely is the fact that the whole business is a mystery. To some scientists, anything that cannot be explained smacks of religion. And surely metal dusts are still handled mainly by faith. No one knows why they work.

We are reminded of the inventor who was summoned by Napoleon to explain how his weaving device worked. The Emperor thundered: "Dare you claim to do what God Almighty himself cannot do , . . tie a knot in a stretched string?" Said the quailing mechanic: "God must be able to do it because only He could show me how!'

Rise of Powdered Metals

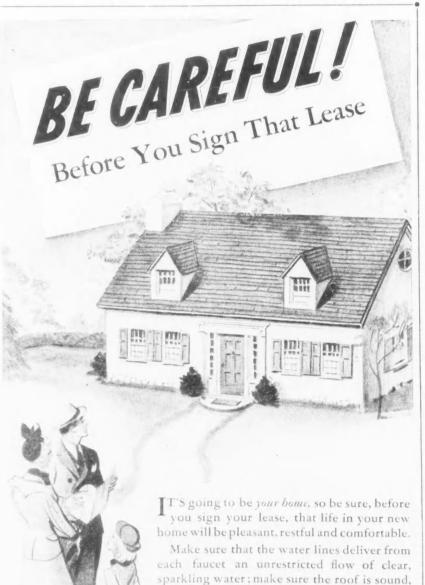
Powdered metals rose over opposition by climbing the hard side of the research mountain. In 1929 the National Radiator Company began experiments with a view to making radiators by electro-deposition (plating the iron on to forms instead of casting it). Little came of this. By the way a very pure form of iron powder was prepared. About a decade ago this powder jumped across the 125-year mental gap. Suddenly the industrial world was presented with the amazing possibility of making the most intricate finished iron and steel articles directly from iron and steel dust.

Two Institutes of Technolog vens and Massachusetts) a busy perfecting and extendi revolutionary technique. space only for the briefest gl what has come and is coming

Certain automobile gears w merly made by cutting teeth iron blanks, using a comple ing machine, slow and cost better gears are now turned pressing steel powder into a mold, in a sure, fast operation general method has been in years in Germany and Russ inating the famous mach bottleneck. It is rumored t tanks and planes being hur the inferno of the eastern fi largely made from molde: parts. On this continent expe al armor sheet steel has bee by similar processes. And only catching up with the SI

Dr. Harvey N. Davis, presi Stevens Institute, opens the vista of industrial powders imagined airplane engine mu valve. This he says might b in a single blow, of three d dusts poured into a mold. O would give a hard-wearing stem, the second a cap resis hot gases, the third a special composed of metal to make tain a perfect seal in the val-Thus any metal article could duced, almost as easily as tacks are stamped out . . . of loys, for purposes limited or imagination.

What has already been delargely secret, because of the Said Dr. Comstock some time "I believe that the art and of powder metallurgy is as y born." We shall not hear detaits birth until Hitlerism is destroyed Metal dust clouds loom darkly battle fronts.



free from leaks caused by rusted metal flashings; and make sure all eavestroughs and downspouts are free from rust breaks; and check the hot water storage tank and screens.

Failure, due to rust, of any one of these vital services will mean inconvenience and annoyance to you and your family.

You will be happier if your new home offers the very real protection that rustproof metals afford. Look for a plumbing installation of copper tube or brass pipe; a hot water storage tank of non-rust Everdur metal; flashings, eavestroughs and downspouts of rustless copper; and screens of durable bronze wire.

Send for our Free booklet, "Copper, Brass and Bronze Throughout Your Home." Use it as a guide whether you are renting a house or an apartment. Especially, if you are building your own home, follow its counsel.

ANACONDA

1

Anaconda Copper & Brass

powders and hammering them solid. Revolutionary Methods

> By now the revolutionary nature of all this should be evident. Instead of laboriously changing metal ores into workable form, then melting the mass, then treating it to get wanted properties, then casting, remelting or forging or heat-treating and machining it over and over—in place of all this the metal powder could be produced from the ore and directly pressed into any wanted shape ready for use!

Dr. Gregory J. Comstock, a world authority on powder metallurgy, re-"The products marks thus: first received by industry with an amount of incredulity and reserve which very nearly amounted to sus picion, and which was most natural engendered by their surprising performance and the novelty of manufacture."

'Most naturally"! This is a dark commentary on the technical mind. Conservatism in the form of indus conservatism in the form of indus-trial disease. If the paper plans of "Technocracy" need any damnation, here it is. Let our battered politi-cians take heart. And in the New World about which we hear so much, God save us from the "radicalism" of technicians. Only give society over to the Dictatorship of the Expert and | 284 King St., West,



HOW A BETTER GOLF BALL IS MALE! NORTH

Underneath the cover of white Balata is a layer of "live" rubber. It's made by a combination process of hand and mechanical winding that gives the ball greater resiliency and insures the absolute sphericity essential for straight flight and true putting. A special Unit-Weld process actually welds the cover and the winding of the ball so that the two cannot be separated. The "anti-frictional", supercharged core is in dead true centre—gives perfect balance and flight.

It All Adds Up To
Greater Distance! Greater Accuracy!
Greater Controllability!

14 separate inspections guar-

Perfected Product of Scottish Skill

NORTH IMPORTED FROM SCOTLAND

BRITISH NORTH BRITISH RUBBER CO. LIMITED

August

COME

THE

Washington, D.C.

ONE of the minor grievances I have inst Herr Hitler is that he has me of the cloak of my past the privacy of my present. had to register with various ries so many times my life is book as wide open as a leggazine at a downtown news-

Hitler has created such conand suspicion in this world ernments have to check care-

the residents within their I have been summoned to as an alien in this country. answered the necessary quesam called upon to undergo terrogation under the provithe Selective Service Act. n to write an article dealing e foreign situation or with politics, I must register with the Sate Department as a foreign nda agent. To get a re-entry for the United States (when 'anada' I must fill out forms

COME of the questions I have been called upon to answer are most ombar assing. One kindly gentle-man behind a desk asked me, for instance, if I were particularly tal-ented or any field of endeavor. To ask a columnist such a question is the height of futility. Is there a olumnist alive who is not convinced he is a genius in practically every of endeavor?

This, indeed, is the whole secret successful column-writing. You all Sherwood how to write his plays. You cistigate Roosevelt for making nch silly errors in his foreign policy. You advise Willkie how to run a power company. You suggest to Adrian how he should design clothes Joan Crawford. You drop a hint Rockefeller on how to make a few extra pennies and you tell Garbo she That is a columnist.

igine, then, my embarrassment the gentleman behind the desk me if I were particularly talmost in any field of endeavor. He is well have asked the sun th were able to compete with a 50-

HE registrar didn't have an easy with me. He wanted to know hang my hat when I am in ted States. The answer was complicated. When I am not York I may quite possibly be twood; that is, when I am not llington or Philadelphia, and on those occasions when I Chicago to do a series. If I c found in any of these cities, and look for me in Boston or perhaps in El Paso.

entleman was most patient. ned earefully to my list of es during the year, then sug-hat he append a pocket edi-Rand McNally atlas to that ae questionnaire which deals

was one time during my to this question when the in behind the desk looked as he were thoroughly willing est a place where I should

was some confusion when asked about my health. Am physical condition? Well, intestinal fortitude is un From behind the barri my typewriter I have at inion, Garbo, Shirley Temple politicians". My column has phs or more any time, any I have even made typographis at George Raft at a distance

legistrar was not impressed. ed if I take exercise. Well, walk from the curb into a upper berth when there were available. I also added developed as a result of

H

THE most exciting part of the destioning came when the regiswanted to know something about eleological preferences. Did I What did I think of Herr Hitler? I submit this is a dangerous ques

THE AMERICAN SCENE

Hitler Has Ruined Privacy

tion to ask a man who has been writing his opinions daily for six BY L. S. B. SHAPIRO

Berle if he can tell jokes.

the late Senator Borah, Ramsay Mac-Donald, Stanley Baldwin, Neville Chamberlain, Herriot, Blum, Dalayears. One might as well ask Milton Long-winded by training and in-clination, I started at the Munich beer hall in 1923. I discussed the growth dier, Reynaud. Petain and Bonnet. I traced the foreign policy of the United States from James Monroe to of Nazism, the death of the League,

in order to make clear some important lessons. I discussed the war of 1812, and Hearst's part in the Spanish-American fracas.

Indeed, I was about to bring my argument to a head when I discovered that the registrar was not

there. He had sneaked away under cover of my fiery eloquence for a short beer or a rest or something.

IN ANY case, there is now nothing does not know except possibly the details of a party I had on the New Year's Eve of 1930. The man did not ask me what I was doing on the night of December 31, 1929, and I thought



17 easy ways towards a GASOLINE SAVING

(Approved by Automobile Experts) Avoid useless of rom 60 to 40 on the open road.

Avoid useless

Reduce driving speed from 60 to 40 on the open road.

Avoid jack-rabbit starts.

Avoid useless or non-essential driving.

Turn motor off when not in use; do not leave idling.

Don't race your engine; let it warm up slowly.

Don't strain your engine; change gears.

Tune up motor, timing, etc.

Keep spark plugs and valves clean.

Keep spark plugs and valves clean.

Check cooling system; overheating wastes gasoline.

Lubricate efficiently; worn engines waste.

Drive in groups to and from work.

using cars alternate days.

some car instead of four.

Take those short shopping trips ON FOOT

and carry parcels home.

Walk to and from the movies.

Boat owners, too, can help by reducing speed.

Boat owners, too, can help by reducing speed. Your regular service station man will gladly explain these and other ways of saving gasoline. Consult him. sea and the planes of the Commonwealth Air Training Plan in the air, by cutting your gasoline consumption. This saving is vital; and it becomes increasingly urgent as tanker after tanker is diverted for overseas service.

You can help immediately in many practical ways. First pledge yourself to a 50 saving. Then look after your car . . . keep it in good condition so that you may get more miles out of every gallon of gas you MUST use. Take turns with your neighbours driving to work so that one car does the work of four. Shop on foot. Walk to the movies. Drive only when absolutely necessary. The list shown here gives other hints. Follow it and a 50% saving is easy.

It is also vitally important that you reduce the use of domestic and commercial fuel oil.

REMEMBER: The slower you drive, the more you save!

The Government of the DOMINION OF CANADA

Acting th THE HONOURABLE C. D. HOWE, Minister of Manifolis and Supply G. R. COTTRELLE, Oil Controller for Canada

Spare and Share your Gasoline for VICTORY

August

IN SOME ways the deflection of the from Moscow towards the Ukraine is a big political victory in Moscow through the collapse of the Stalin

THE CLARK'S HOME BURNED
DOWN LAST NIGHT? YES! AND THEY ONLY HAD \$ 2000 INSURANCE ON EVERYTHING

Are YOU in the same position as the Clark's?

From Strength to Strength for over 100 years



THE HITLER WAR

The Battle of the Ukraine

Towards Baku Oil

(manganese and grain) and be a grievous loss to the Russians. The

BY WILLSON WOODSIDE

It behooves Hitler to hurry on with the conquest of the Caucasus, before Britain and Russia arrange a joint defence here. There are a lot of hings about Wavell, his move to India, and recent events in Iran which would fit into such a picture. General Wavell campaigned in Persia during the Great War, and was British military attaché with the Russian armies in the Caucasus during 1916-17. He was moved to the Indian Command just a week after Hitler launched his drive into Russia, and Iraq and Iran were transferred with him, from Middle Eastern Command. Ever since then strong Anglo-Russian pressure has been exerted on the Shah's Government to rid man "commercial travelers" and tourists" who have flocked to that country during the past year or two.

Germany, desperately anxious to Middle East, to hold open this passageway to India against the time when she arrives in the Caucasus, it to reinforce and supply the Russians, has threatened Teheran with dire retribution should it lay hands on its German residents. Teheran is naturally trying to decide whose threats are the most to be feared; but seems that the strength of Russian resistance to the German drive and our clean-up of Syria and Iraq will decide the issue in our favor. A recently completed railway runs icross Iran from the head of the Persian Gulf to the Caspian Sea. Supplies and men could be sent by this route. Planes could be flown from Mosul to Soviet Armenia, a 250-mile hop which any fighter could make.

To return to present military developments on the Russian Front: whilst the most important Russian reserves were being thrown into the Smolensk sector, the Germans appear to have assembled many of theirs,

together with equipment scraped up from their establishments all over Eastern Europe, 300-400 miles fur ther south. Fed by the main railways from Silesia through Lwow, and from Warsaw through Luck railways which it may be assumed the Germans have now restored to fairly efficient operation a double pronged offensive has been launched which appears to have chewed deeply into the Western Ukraine. One arm is p receding through Bel

Tserkov, the other from Berdichev through Uman. The Bel Tserkov drive appears to have split again. one part crossing, or attempting to cross, the Dnieper just south of Kiev. and the other proceeding down the western bank of the big river towards the important machine-building, metallurgical and hydro centers of Dneprodzerzhinsk, Dnepropetrovsk Dneproges and Zaporozhe. The Uman drive, too, has split, one section driving down each side of the River Bug, the first towards the ship-Nikolaiev, the second towards Odessa. which is also a subsidiary naval base.

Selecting a more limited territory, the Germans are thus again attempt ing to put on a blitzkrieg in Russia. trying to slice up the whole section of the Ukraine within the lower Dnieper bend, paralyze resistance there and annihilate the large Soviet forces which held the Dniester Line and the strongly fortified gap extending up through Novograd Volynsk to the Pripet Marshes. The drive down between the Dniester and Dnieper, anticipated by this correspondence some weeks ago, is being assisted by strong pressure all along the Dniester by German-Rumanian forces, which appear to have crossed the river in several places. Odessa may therefore be sur-

rounded in the near future, and

Nikolaiev reached by the German advance forces. Experience to date makes it doubtful, however, whether the Germans can hold a line 250 miles long from Berdichev to Nikolaiev strongly enough to trap all the Soviet forces within it. As elsewhere large proportion of the Soviet to will fight their way out, while of will be left in the bunker fort he tions of the Dniester Line interally, to distract and absorb energy of the German offensive the Germans turn and atten these, the Russian Command have time to bring up reserve front of Krivoi Rog (the iron co. and the Dnieper cities. If the mans ignore these marooned and press on to exploit their view the latter will roam the back to split up into guerrilla bands and day havoc with communications.

Leningrad a Fortress

Kiev, too, appears to be in minently threatened with encirclement by a German drive across the ver south of the city, another from the direction of Korosten, to the northwest, and a less noticed advince down the Dnieper from the region of Bobruisk, perhaps as far as the sunction with the Pripet. If surrounded the city will probably hold out for some time, as Minsk and Smolensk did. Leningrad continues ever more endangered by drives from directions; but it is an immense strong position. From all account the whole Leningrad military district ress during the past several year when the German intrigues in the Baltic States and Finland became long way to go before they can close their lines between Lake Peipus Lake Ilmen and Lake Ladoga, and it and when they do, they will not be able to hold the million or more Meanwhile off in the far corner of

Estonia a strong remnant of the Soviet Baltie Army is playing a Tobruk role, distracting the Germans from pressing on through Nary against Leningrad and the naval base of Kronstadt. The large islands of Dagoe and Oesel off the Estudia

SEVEN WEEKS OF THE NAZI ON SLAUGHT AGAINST RUSSIA First week Jecond week Third week Fifth week IIII Sixth week Kostroma MOSCON KHARKOVE INE RUMANIA rebartopo

Shaded areas indicate roughly the weekly progress of Nazi armies into Russia. There is no fixed front. Battles rage behind Nazi spearheads.

Watch Me Climb, Dad! IES, indeed! You expect

to watch him climb for many a year. You mean to see that he is never handicapped on his way up to a splendid manhood. If this is to come true, there is one possibility that must be faced.

Suppose he should be left without you, and without your income. Life insurance arranged to guarantee a definite monthly income is the sure way to avoid

shattered ambitions. Delay is both unwise and un-cessary. To learn how pronecessary. tection is quite possible within your present means, fill in and mail the coupon below.

place me under any obligation.

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' (Mail this coupa	n to local address given above)
I want to know what mont	bly income I can provide for my depen-
	at my disposal. I believe I can save
c month It is	understand that your advice will not

Address

A Real

coast have also remained, almost unnoticed, in Soviet hands; and Stockholm reports, what I surmised at the time, that the Russian bombing attacks on Berlin are being made from these Island bases. Two squadrons of fou engined planes, far from being as fast or powerful as British of American types, appear to be engaged in these raids, flying down the middle of the Baltic and so crossing Reich cerritory for barely 100 miles. The raind-trip is only slightly longer than nat of the RAF from East Anglo.

It is not likely that the weight of these Itussian attacks on Berlin is, or wil be, very heavy. But the Nazis have given the best proof we could wish that they fear the moral effect on their people of being bombed from both sides, by announcing that the raids were British. With their listening posts the Germans would know perfectly well from which direction the planes approached and by which direction they departed.

By way of answer, the Nazis have mensified their raids on Moscow The Soviet reports of these raids, saying that of 150 planes only a half were able to reach the centre eity, and that up to 10 per cent of the attackers have been shot down by A-A and night fighter dehave been a little hard to be In their last great raid on on May 10, the Germans were able to put hundreds of planes developed and experienced British defences. New York Times correspondent C. L. Sulzberger has een striving to give a more accurte account since his arrival in Mosfortnight ago. At the end of ast week he described the raids on Moscow and Leningrad as "relativehis week managed to intimate that were becoming more severe. big fires had been set, that main attack was purposely on the outskirts, where the great facare located, but that the city ns "surprisingly intact."

A Real World War

More than ever, the war appears as a world war this week. Japan threatens in the Far East. American saddiers are reinforced in Iceland Further Nazi plots have been discovered in South America. Vichy may flow the Germans into coveted Dakor. Australian leaders tell the nation it is in the greatest danger in

med by Washington and Lond most earnestly by her own in Washington, Japan apnevertheless determined to on with her conquest of F East Asia." About the estion left is whether she will irst to the south, in Thailand, e north, against Valdivostok it for the present in such a to still avoid open war with and above all with the States. In the north her ac ght be confined to blockading frow straits through which h Vladivostok. It is said that planes, released by Britain, stand idle and watch the to her tinder cities which stok's air power represents. further strengthened? Will sing of the straits be suffito bring a declaration of war he United States? Apparently ders do not think so. Nor do em to believe that occupation miland would stir the United to war, and probably argue of act without the support of merican Fleet. And London yet declared in plain lang-

Common action in the Far East, common aid to Russia and a joint policy towards Vichy would be likely subjects for a meeting between Mr. Churchill and Mr. Roosevelt a meeting still rumored but not yet confirmed at the beginning of the week

The Long Established Firm of

O'Keele's

OMMERCIAL FIRMS are rather like nations. There are some who seek a short cut to success and greatness. If they have something new and better to offer they succeed because the people wish it, but there are others who, with nothing more than overbearing aggressiveness, seek to dominate and take away from those who have built patiently and with courageous tenacity and industry through the years.

It takes courage and patience, tolerance, orderliness and prudent management through many years to build a happy and successful nation. It takes no less to make a commercial firm successful and happy.

Few people realize the qualities needed in the men responsible for the well-being of a company and its employees. So much is expected of them from so many quarters. The responsibilities grow greater every year and, above all, the product must be as fine as money, experience and hard work can make it—it must be second to none to preserve the long established reputation of the Company.

In buying from O'Keefe's, you can be sure of getting the best that money can buy. Finer beverages are not, and cannot, be made. If finer products could be made, O'Keefe's would make them to maintain a reputation for quality that has lasted over ninety years.

O'Keefe's is successful and a leader in its field not because it has discovered any magical short cut but because it has served the public well and abided constantly by the principles of sound management.

O'KEEFE'S BEVERAGES LIMITED

Manufacturers of Stone Ginger Beer, Ginger Ale, etc.



August 1

M K

RESIDE

What Should Be Done With Hitler After the War?

THE five-dollar prize for the suggestion "most worthy of serious attention" as to what should be done with Adolf Hitler when he has been conquered is awarded to James H. Gray, of Winnipeg, a member of the staff of the Winnipeg Free Press. Mr. Gray's entry is as follows:

"The real solution must be one which will not debase those who inflict it and will at the same time completely deflate and discredit the Nazi leaders and their system. What, then, about shipping the whole caboodle to Devil's Island for life?

"A nice, sanitary prison should be built for them, and in it they should be given the maximum of freedom. Each inmate would be given a bed, a chair, a knife, a fork, a spoon, a cup and a wash bowl. They would be given adequate supplies of tobacco (Hitler hates the stuff), and Herr Goebbels could even have his morphine. And they would be adequately supplied with ersatz food.

"Having provided them with these necessities, we should demand something of them in return. The first requirement would be that they would have to take eare of them, for these supplies would have to last them a lifetime. If Hitler felt a rage coming on and started smashing his bed, he would be unrestrained. Having smashed it he could sleep out his life sentence on the stone floor.

"No laws of good conduct would be imposed upon them. If they got mad at each other and wanted to fight they would be permitted to do so. For recreation, they would be pro-

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Re-Opens Thursday, September 11th

Miss W. M. Wilson, B.A. Hons. (London, Eng.) Principals Miss M. W. Ellis, B.Sc. (London, Eng.)

vided with books to read, but the library would be limited to books written by Nazis about Nazism. For a half-hour each day they would be entertained with Nazi music, and the Horst Wessel song would be played every hour, on the hour. During the balance of the day a loud-speaker would bring them the news of the world. They would be permitted to receive no mail nor to send any. The news of their adventures would be broadcast to the world every week, and translated into every European language. If Hitler was murdered by Himmler in a fight over a domino game, the world would get all the details. And what would the news that Rudy Hess, having thrown his plate at the cook, was now eating from his wash basin, do to the myth of Nazi supermen? It would turn it into a cosmic joke.

"To throw 2,000 Nazi bigwigs into the same prison, with no other company but their own and with nothing but time on their hands, would seem to be an ideal solution. And it would have the merit of being a solution which would be less acceptable to Hitler and all his gang should be placed in a single prison with no other company but their own, nothing but time on their hands, and with only Nazi books and Nazi music.

Hitler should be given transfusions of Jewish blood.

Hitler should be boiled in oil. Alternatively or conjunctively (we don't know which), he should be cut into pieces not more than one inch square.

These are readers' suggestions in response to Saturday Night's recent invitation to say what should be done with Hitler when we've got him. Prize winning and other selections are presented herewith.

them than any other, even death. It is presented, free, gratis and for nothing to Messrs. Churchill, King and Roosevelt."

The five-dollar prize for the suggestion "most likely to interest and entertain our readers" is awarded to R. L. W. Ritchie, Aviation Research Laboratory, 102 St. George Street, Toronto, and brevity is a large factor in the decision. The suggestion is as follows:

"The problem of Hitler's disposal after the war is an easy one. Simply give him a transfusion of good Jewish blood, and he'll hate himself to death."

We present herewith a very variegated selection of other suggestions. The serious ones come first.

Major-General J. A. Gunn, Toronto, writes: "That Hitler, with his beastly confreres, must be liquidated none will gainsay.

"This can best be brought about by the Allies insisting that Hitler first be tried by a German Court in which his wrong doings to the German people be exposed."

people be exposed.
"This should be followed by another trial in which all the nations who have suffered through Hitler and his gang should submit evidence.

"That Hitler will be found guilty goes without saying. The executioners to do the job at the block should be German people."

P. W. LUCE, our valued British Columbia contributor, writes: "Stick him in a verminous cell. Have him looked after by Jews, Poles, Czechoslovaks, Austrians, and Democratic Germans who survived two years or more in concentration camps run by the Gestapo, whose memories are long and whose muscular reflexes have miraculously survived.

"Day after day, night after night, let moving pictures flicker on the walls showing the destruction of German cities, the scuttling of German ships, and the smashing of the German Luftwaffe by the R.A.F.

"Let Mein Kampf be his only reading matter.

"Hour after hour, let gramophone records blare forth his own blatant speeches predicting speedy victory for Germany, and ultimate world domination by the Nazis. At the end of each speech the cultured voice of Anthony Eden would interject: "Oh, Yeah!" with the proper inflection.

"On Visitors' Days he would be permitted to receive Hess, Thyssen, Stalin, Ernest Udet, and others whom he had loved awhile, and then double-crossed. The visitors might observe the customary amenities, or not, as they choose."

A: G. Wynne Field, Thistletown, Ont., writes: "Hitler erred by helieving the British decadent. I would imprison him on an island with none but cultured, kindly and considerate Britons to look after his welfare. Sufficient dapper, efficient, welf-trained young British soldiers, sailors, and airmen would be on hand to prevent his escape. Lord Halifax would make a splendid majordomo (if he didn't lose his temper too much as at Berchtesgaden), with Sir Kingsley Wood, say, as butter. An occasional glimpse of the British Grand Fleet on manoeuvers would help him

get his egotism better balanced, especially if a few bombing squadrons flew over the island occasionally. I wouldn't have the island too far from a mainland because, remember, he is used to being frustrated by a narrow strip of water. Once a combine must make a speech to the German people, saying what he likes, provided he prefaces the speech with 'German people, this is your Austrian Fuehrer speaking from his island prison at H where he is enjoying a visit with the decident British.' Oh yes one hour a 6 y he should be in a room made of lossing glasses where he could admir himself just as long as he felt include."

W. J. Maguire, 216 Poplar Creent.

W. J. Maguire, 216 Poplar Cresent, Saskatoon, writes: "While sitting at the breakfast table with my Leading discussing this very matter, each one of my children had a different solution to the problem. One was that Hitler should be boiled in oil, at other that he should be marooned along on an island, a third that he should be cut into pieces, not more that one inch square.

"Our maid, a fine good-looking buxom Irish girl, who happened to be listening to the conversation, imally spoke up and said: 'Och, 'tis not half bad enough for him, I'd marry him."



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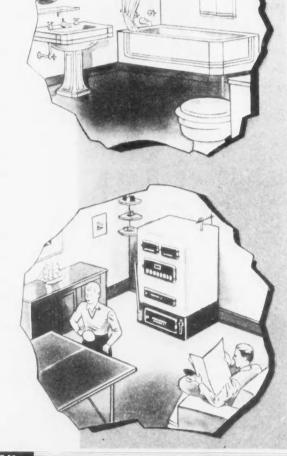
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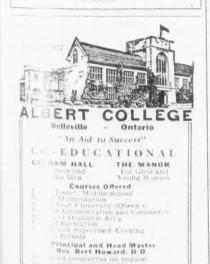


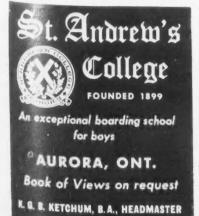
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THE BOOKSHELF

CONDUCTED BY ROBERTSON DAVIES.

Sentiment and British Novels

THE BLIND MAN'S HOUSE, by Hugh Walpole. McClelland & Stewart. \$3.00.

CHAFFINCH'S, by H. W. Freeman. Macmillan, \$2.50.

PEONIES AND PONIES, by Harold Acton. Macmillan. \$2.50.

FOR almost 200 years now the British novel has faithfully mirrored the innumerable aspects of the British character. Sometimes Lritish novels are brilliant; sometimes they are deep; sometimes they are merely worthy. But unless they are written by complete dullards they tell us something which helps to explain the enigma of that island people which is made up of so many very different races. None of the three authors whose work is reviewed here is a dullard; they all write with unusual perception and a high degree of technical mastery. three are English and all three are sentimentalists.

wrong with being a sentimentalist. The result of being sentimental, like playing the violin, depends entirely upon who is doing it. It may positively be a virtue in a novelist to be sentimental, for it gives him a springboard from which he may, as it were, leap upon his subject. The sentimental novelist, also, may be flaw is this: the odds are very heavily against the chance that a sentimental novelist will propound any and that is what every novelist worth his salt wants to do. His sentimentality will be at once his best friend and his worst enemy as an

THE late Hugh Walpole was a senity which was responsible for some of his best work. His books, apart from their value as excellent fiction were very satisfactory reading because of the sympathy and fondness for the foibles of common humanity which showed clearly in them. But there was one aspect of life which completely eluded this gifted novelist; he seemed to know nothing about love, and whenever he tried to write about it he muffed it. That is the fault of *The Bland Man's House*. The theme is the second marriage of a man of wealth, who teen years younger than himself, and of a wayward character. The background is filled in with a thousand admirable details. The villagers who are 'supporting characters' in this drama could hardly be better, but Julius Cromwell and his wife are never convincing in the relationship which is the theme of the novel.

Sir Hugh has tried to obscure this central fault with a great deal of eems to make the confusion worse. Why the wife deceives her blind husremains a mystery. His blindness is supposed to have something to do with it but the matter is never satis-

factorily cleared up. It is a pity that the last work of Hugh Walpole should have been on a theme which was not really congenial to his talent, but his facility and variety as a novelist have rarely been shown to better effect. The book is well worth reading, though it is not Hugh Walpole at the top of his form.

As Hugh Walpole wrote sentimentally rather than greatly about love because he seemed unwilling to face certain elementary facts about it, so H. W. Freeman writes sentimentally about farming because he refuses to face certain elementary facts about that. Anyone who has known such a person feels admiration and humility in the presence of a farmer who really loves his land as though it were the better part of himself. But it has to be admitted stand that the Industrial Revolution from an art, a philosophy and an absorbing mode of life into a vio-lent exploitation of the land for every last ounce which it can be made to yield. Joss Elvin loved Chaffinch's, the farm which he changed from a dirty derelict into a tidy bit of land which kept him and his wife in modest luxury. But he failed to move with the times, and father was ruined by the Enclosure Act: Joss was ruined by the stupid agricultural policy which Britain has followed since the last war. Hisare good without being far-sighted.

Mr. Freeman's book is beautifully and a dignity which make the reader linger over passages all through his book. No one who loves the land can fail to be delighted by this story in which the land, far more than Joss Elvin, is the hero. And though Joss meets with misfortune we know

YOTHING is more exhibarating than is so flat when it misses. In *Peonics* and *Ponics* Mr. Acton wants to be satirical about the British colony in Peking before the Sino-Japanese to be unpleasant about Peonies and a better writer than most, and his book can be read with considerable enjoyment. But he wanted to write mentalist who has turned himself inside out. Mr. Acton seems to have and stabbed ineptly, and has only Go backward or forward, Mr. Acton

Gallimaufry

F YOU are on the lookout for a present for a schoolgirl you can hardly go wrong with Elizabeth, England's Modern Queen, by Cornelia Spencer (McClelland & Stewart. \$2.50) which has been especially written for young people. It gives a pleasant account of the Queen's life from her childhood in Glamis Castle until the present day. The book is well illustrated with photographs, including the famous study

of the Queen at Buckingham Palace taken by Cecil Beaton.

The excellent series of talks which were given over the radio in this country last winter has been published in book form as Let's Face The Facts (Nelson, \$1.65). All the addresses have been reprinted with speaker. Now that the facts are slightly less grisly than they were it is interesting to find what good reading these speeches make.



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THE BOOKSHELF

Sketch of a Poet

KEATS, by Betty Askwith, Collins,

WE ARE apt to think of the poets In her book on Keats Miss Betty Askwith attempts to show us rather than the almost too sweet voiced poet who wrote the Ode To A Nightingale. This is Keats as he

readers who are chary of books should not be discussed in connectook laudanum; these are things which help our insight into the work of those men; we value every crumb of personal information about them that we can get. The effect of Miss Askwith's pleasantly chatty book is to make Keats more understandable and dear to us

The book contains little that is Anyone who is interested in the Romanties has heard all Miss Askwith's stories before. But she has performed a valuable service in getting them all together in one book and presenting them to us as they appear to her very competent and sensitive mind. The best part of the book, in my opinion, is that in which she writes of Keats' agonizing love-affair with Fanny Brawne. Miss Askwith does her best to clear Fanny of the charges of heartlessness and indifference which are sometimes brought against her. Poor Fanny! Anyone with a spark of imagination can see what a burden it was for her charming but commonplace nature to be saddled with the love of John Keats. It is one of the trage-dies of life that poets must love someone and that they generally capable of sustaining, let alone re-

I recommend this book as excellent light biography to everyone and scholars should not disdain to spend a couple of hours with it. It is impossible to read it without getting

Much Has She Seen and Known

BY OWEN MACLEAN

T THE age of five, Mrs. Cloman

. . Shipwreck off Australia . . . Strange Adventures in the

book is that which deals with her life in South Africa, and the Jameson Raid, in which her first husband was

They were terrible days, some of them. One gathers that Mrs. Cloman firmed by the sporting offer to Fate contained in the title. Personally, I

Love Among the Ruins

BY MICHAEL RYAN

A WRITER who is sophisticated.

THE HERMIT PLACE, by Mark Start off from anywhere, end up at

Mr. Schorer, a novelist, not only emulates his fellow artists but starts The unlovable people he has gathered together are merely disembodied friends. These include a peccant in-terior decorator of uncertain sex and

Does anyone know of a good archi-



Canoeing, boating-water sports of any sort—are great fun and great for your health. But the hot sun bakes your hair—leaves it dry and lifeless.



Your plunge completes the da natural oils are washed away. Your hair dries out lustreless and unresponsive to



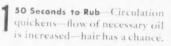
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SATURDAY NIGHT, The Canadian Weekly

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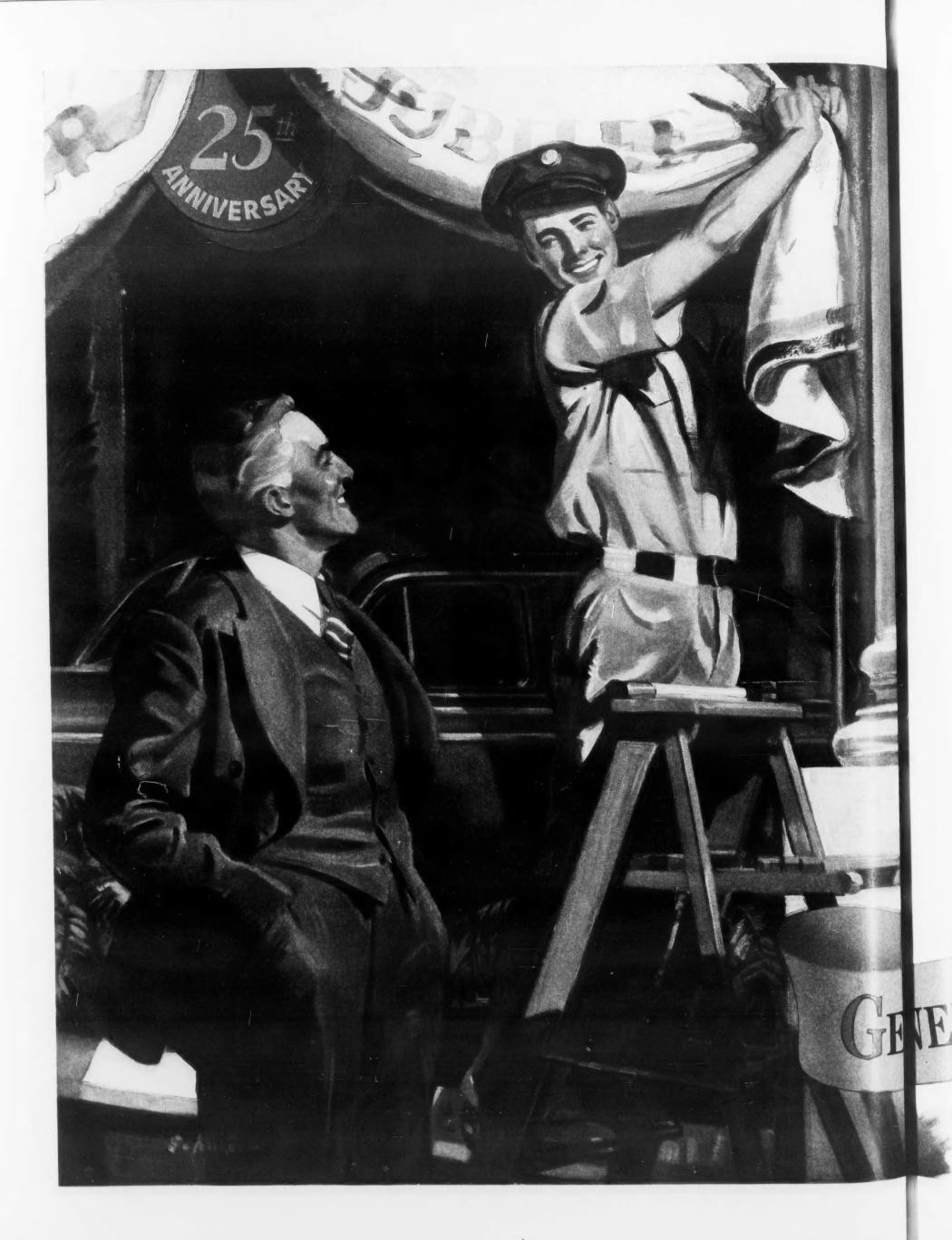
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A Londoner Finds The Blitzed City Carrying On

THE circumstances of the war have driven me so far from London that when I revisited that city lately it was for the first time in over a year. To me, as to thousands of other Londoners dispersed about the country, the accounts of the damage caused by air raids on London came as some of the saddest news of the war. It was tragic to imagine the ruined beauties of the familiar and well-loved streets, the scenes of deso-

lation and destruction, and when I at last went back to see how my deserted home was faring I was almost afraid of what I would see.

It came as a considerable surprise, then, that my first (and continuing) impression of London as it stands at present was that everything looks amazingly normal. To be sure, the station at which I arrived had had its share of blitz. Cracked glass was much in evidence, and just outside

BY MARGARET J. MILLER

lowered the ruined and crumbling walls of a damaged block of buildings. But neither here nor in the streets was there anything like the wholesale destruction I had pictured to myself.

It is difficult to visualize, until you have seen it, the extraordinarily neat and narrow slice which may be made by a bomb falling among a row of

houses. In the latter stages of its flight a bomb falls absolutely perpendicularly, so that one house, or even half a house, may be taken and all the others left, and as one approaches the row in a car the general contour appears unchanged. It is only as one passes the house which has received a direct hit that one sees the startling revelation of intimate detail—the bedroom, bathroom and sittingroom wallpapers

laid bare to the world; picture haps, still hanging on the general half-ruined walls; or a bath capsized and resting on sagging boards. I am not speaking her city or the East End, where tion has been on a larger sof the West End of Londor this part one is continually by this fact: one has been to the others left, and what is cept for shattered or boarder dows—looks very much as year ago.

Habitual Air of Calm

London on the night afte with water hydrants gushi burning, streets blocked by railed round to enclose tin must be a terrible sight. But three weeks after a blitz. it, has staggered to its feet assumed its habitual air of a mess has been to a large e ied up, the fires have been the streets are being grad stored. Only here and there of workmen digging among those tragic heaps of rubble one that very recently the been through another batter "business as usual" story come a commonplace, and make post-raid rumors ver able. You may hear, perha a certain hotel or station is er functioning, but by the tim formation has circulated very it has ceased to be true.

UNCERTAINTY

SO RED the rose!
So rare the wine, God knows!
So sweet the music
flowing down the stree!
That I must follow, follow
on light feet,

So bright the lights,
So soft the summer nights,
So dear the love that laughs
and understands,
That I must put God from with firm hands,

By doors that never close.

In search of such delights.

But then, in fine,
When there is nothing left
save bitter wine;
When all the roses
from the bush are gone
What shall I give my soul
to banquet on?

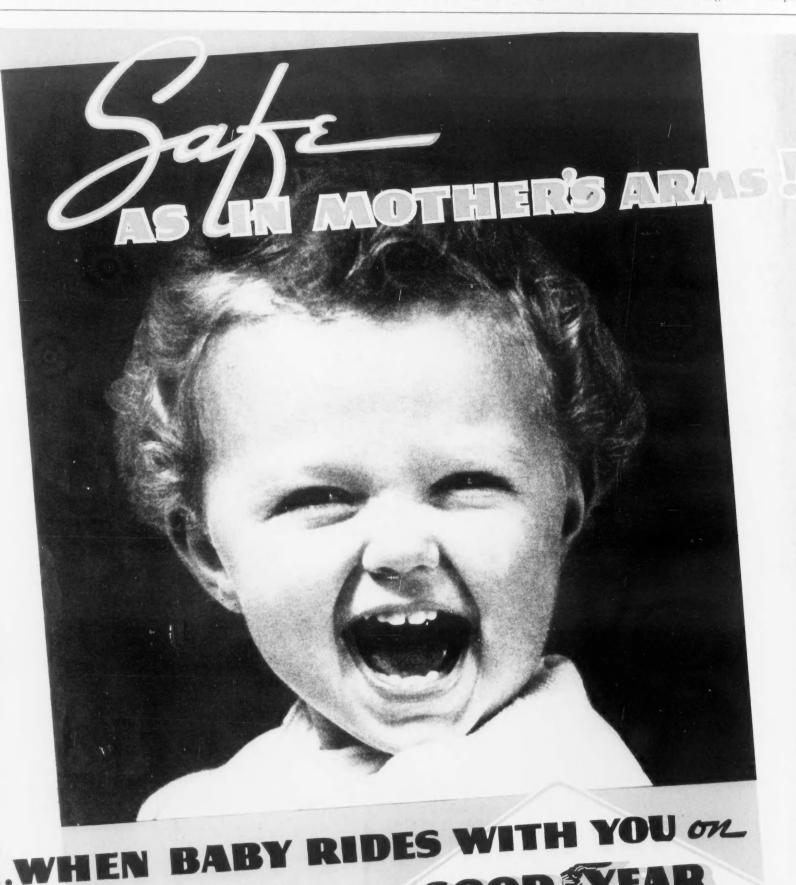
And when the viols cease, And life becomes unbearable with peace Where shall I chance to fin One last companion,

suited to my mind?
And by what failing light,
Perceive the path that takes
through the night,
When love, for tears, is bluvictoria, B.C. R. H. Go

has re-opened with glassless we the station has been patched is in use again. People all world have been horrified bombing of the Houses of Parand Westminster Abbey, truth is that, up till now at these buildings remain struthes ame, and you have to lot by to see the damage.

Village-Like Society

But if the general appea many parts of London is lat changed, there are strange dil to be noted in other ways. where my husband and I liv the top two floors of a tall a Westminster Square a practically deserted and redu to a village-like state of so reason of the small number friendliness of its inhabita peacetime London in all li you know none of your neigh all. In wartime London only know the people in the street; within a five minul versation you know the worting next to you in the bus going to visit her husband in who has had his leg blown bomb. She has shown you a phot



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This is one ish wome corps who Egypt, for East force for the dripairs of se

graph of her son in the Air Force and you have shown her some photographs of your baby, and ten to one two of three other people in the bus have joined in on the conversation.

that I found the condition s in our neighborhood ennged by the war. While my oined up some time ago and away to safer parts, the ver floors of the house reecupied by its owner, a magld lady well over sixty who it her job as an air raid warsince the war began. Long ar broke out in the anxious 938-9 she had decided what in the war was to be. Being unmarried, she would take the most dangerous work of and join a decontamination Ier efforts to persuade other s to see likewise were not il, but the path she had de-for herself she strictly foland though London has not gassed and decontamination re therefore unnecessary as deals by fire and high exand kept her courage and

The Social Centre

In the basement of her house live her hitter and his wife old people with all them—and the butler also serves as an air raid warden. Most of the houses in the Square are unaccupied, except for an occasional caretaker. The equivalent of the village pub for this much reduced population is the Wardens' Post at one corner of the Square where many of them work either by day or by night. There they play darts and talk and knit, and from there on taches of bitz they telephone to report on casualties or time bombs, or 25 out to deal with incendiaries or people work.

As we walked along the empty square there emerged from a basemant one of these wardens with tin left and service gas mask an example recently bombed out of his wan home, and now caretaking for the owner of one of the big houses. He state my friend greeted one-analysis decerily, like brothers-in-arms; and I yought of the prim regulations of the square in days of peace and proposty; "Men servants may not use these arridens." Now those who had a key to the gardens and those who had a key to the gardens and those who had a key to the gardens and those who had a key to the gardens and those who had a key to the gardens and those who had a key to the gardens and those who had a key to the gardens and those who had a key to the gardens and those who had a key to the gardens and those who had a key to the gardens and those who had a key to the gardens and those who had a key to the gardens and those who had a key to the gardens and those who had a key to the gardens and those who had a key to the gardens and those who had a key to the gardens and those who had a key to the gardens and those who had a key to the gardens and those who had a key to the gardens and the gardens are the gardens and the gardens and the gardens are gardens and gardens are gardens.

No he plays tennis in the Square 2000; no prams are lifted down the so is; the barrel-organ man no longe comes along on Fridays; no curs in the drawn across the glassindows, while London dust the longer one up to the doors, and the shattle company to the doors, and the shattle company to the company to the company to the shattle company to the longer of the company to the shattle company to the shattle company to the company to the shattle company to the shattle company to the shattle company to the company to the shattle company to the company to the shattle company to the company

This is one of the members of a British women's mechanized transport corps which has arrived in Cairo, Egypt, for service with the Middle East forces. They are responsible for the driving, maintenance and repairs of some fifty ambulances which arrived with them from England.

the rolled-up carpets and shrouded chairs. It is strange to revisit one's home after all these months and to find everything much the same—the books we were reading on a shelf by the bed; a lump of plasticine one of us was modelling lying on the mantelpiece; the dishes we used on the last morning put away in the front of the cupboard, and the clock on the mantelpiece which had stopped a few hours after we left.

Possessions Mean Little

In the shuttered darkness of the room which would now be the nursery, had Hitler permitted it. I groped through some trunks for old clothes to leave for bombed-out families. Beds and blankets stand ready for such emergencies; sometimes two or three homeless people sleep in one of the ground floor rooms until they can find another house to go to; once a bombed-out couple occupied two rooms of our flat for a short time. On first coming home again you are perhaps filled with a longing to rescue the best china or a favorite clock or cigarette box, or some of the silver. On reflecting you abandon the thought. Possessions mean nothing, nor the pride of a carefully chosen color scheme and clean-cream-colored walls and white paint. When there is very little glass in the windows and a huge bomb crater in the road outside and a block of flats laid waste in the next street your

sense of values passes through a very rapid change.

Looking through one of the less damaged windows which was painted all over with a thick yellow solution I noticed that Mrs. Bryce from the basement was growing tomatoes those rare and ruinously expensive vegetables in our window hox. The four rather dusty little plants seemed additional evidence of a gallant at tempt to carry on as usual an effort which calls forth so much admiration from those of us who have gone away for the others who remain Scattered all over the much over crowded countryside of England thousands of wives and children and old people have sought safety out of London. But thousands to wive the method of London.

sometimes because they cannot, more often because they will not leave—a people so brave and humorous that it seems almost indecent to mention hombs and olitz to them. They carry on in streets which grow shabbier as the months go by, but in most places not greatly changed. Only here and there, where a sudden devastating blow has left a house heatly halved so that we can see the photographs on the mantelpiece, the kitchen cupboard with its door torn off and the pilled-up teacups and half-empty bottle of milk still standing there—only by such sights as these are we reminded that in the midst of the busy life of the great city death hovers very close in the hours between dask and dawn.







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SATURDAY NIGHT, The Canadian Weekly

WORLD OF WOMEN

From T-Bone Steak to Stew

BY MARJORIE CAMPBELL

grape juice or apple sauce. We need

have no patriotic qualms about buy-

ing such imported foods as we need,

so long as they are available and

Meat is the Housewife's No. 1 head-

ache, especially in the upper-bracket

incomes. Once accustomed to good

cuts it's hard to convert the family

to the idea that cheaper ones are

as delectable because they are as nourishing. It's a tall order, since

those abundant cheaper cuts, to be

we can afford them.

The Meat Problem

MAYBE she isn't the forgotten woman, but the average woman in the higher income brackets is up against it these days. On one side the family income, formerly reasonably adequate, is reduced drastically by taxation, and on the other the cost of living, which never suited at the best of times, is now a major problem. For this housewife there is no compensating allowance to meet the increased cost of living. She's got to set her table to fit her taxdecreased income. And that is no cinch with families brought up on T-bone steaks and imported honey-

There's a third worry. Such women are intensely behind the war effort. They want to cooperate in every way possible. Apart from striving to make their dollars stretch to cover essentials, they want to avoid buy-ing food which is required elsewhere for people already closely rationed. But what are they to do when products allegedly required by the British, pork and cheese for instance, are still on the market? What about imported foods, such as citrus fruits so necessary to a balanced diet, and the foreign exchange situation? How quate to meet the intensified demands of today? It's much easier to say it is to do it.

Let's put principles first. To begin with, an adequate knowledge of what constitutes necessities and what luxuries is essential. We shall not win the peace as well as the war by sacrificing the health and intellectual stamina of any section of the Can-adian people. Unfortunately, some women in the higher income brackets have felt that the mass of reliable diet-for-health literature distributed freely across Canada is not for them; their families get the best of food, so why bother! In Britain they're be ginning to learn that class distinctions must not mean distinctions in dietary requirements. And in Canada, the well-to-do, as well as the hitherto underprivileged, need that much publicized daily pint of milk, or its equivalent, an egg, green and other vegetables, fresh fruit, meat, vitamins from A to G, and numerous minerals How to squeeze them all out of the decreased house-keeping allowance is

Waste Not-Want Not

Another principle is to waste nothing. The housewife who's got to serve lowered income and with rising prices has to slay the demon, waste. Looking over the whole year a dollar goes much fartner when you use every-thing in season and preserve what you can't immediately use. Live on fresh fruits and vegetables, all summer and save canned and other prowinter. This is very sound economy; fresh foods are cheapest when abun dant. And what with increased exputchasing power of many Canadians, the supply of canned goods may actually run low before next sea son's crop. This is one time when jellies, pickles and preserves, and put down eggs, to preserve meats

ments demand a certain amount of ertrus truits, but the strained house keeping allowance can be relieved by

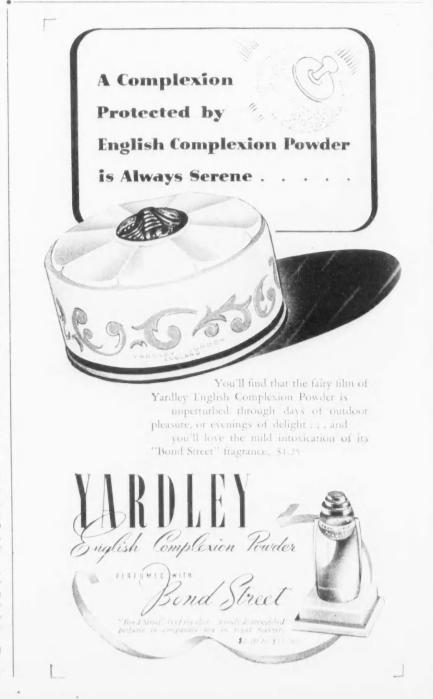
from salmon to chicken haddle and alternating with tomato, apple and

Pork and pork products do la for careful consideration. But the reasonable. So long as pork products are not prohibited, we are free sufficient to vary our menus remember there is pork and Hams and bacon carry well that can't readily be transpo-Britain are our meat. Not or we assist the defenders by cuts that aren't easily shippe we can do wonders for our ov gets. Ground pork, almost a combined with beef, almost and fine herbs, is the basis for ious meat loaves; serve hot ner and cold for next day's lu-It is not necessary to cut ou entirely; just cut the amount

Evaporated, condensed and milk are inspirations from kitchen angles. But hoarding's though that warning need c nasty aspersions on the soun

solution for our harried housew cookery. Remember, too.

delectable, require imagination, care and skill in preparation. For instance beef-steak and kidney pie, than which there are few tastier dishes, can be made from shoulder steak, rather less kidney and added pork heart. The combination brings down tice of quantity buying. Most of us are too well fed town good. We have it on to the price per pound amazingly. There are other wheezes the French learned and made famous, probably authority that many well-off as a result of former necessity. With the aid of the casserole or the stew pot, the intelligent cook produces children (you can't give go youngsters too much of the dishes for the epicure, and from meat half the price of porter-house, or a fifth of tenderloin. Similarly, a boiled fowl achieves a saving and subtly, very subtly, to encouracompares favorably with the broiler. family to eat with wisdom. As member, a good pot roast is the a leg of lamb any day. A visit to the fish market will prove that there are fish other than Restigouche needn't keep up with the Jonesi salmon, and at prices which will easmore. That was Mrs. Jones but ily permit of a decent piece of that the stewing meat a few minutes when it's at its incomparable best. she didn't speak because she And when winter comes, accept the want to be tempted by that a challenge of canned or dried fish,



August 16

WORLD OF WOMEN

A Bit of Re-Decoration

CITHE the people who make their selling furniture are r they know darn well that nmer away from home durevery room has been refive or six times in her n plus that slightly dogwhich the best of houses equire after long absence all these make any push-over for a complete decoration on the house. rather sorry, in a green sort of way, you underthe woman whose house to the rafters with Beautiurniture it would be sacridear, simply sacrilege, to nything. True, there's an satisfaction to be had in th and looking at fine old but for sheer soul-stirring on it's difficult to beat the it's to be had in buying new eniture which, for all we know, eday may be heirlooms too. Add the generalship it takes to ss a crew of painters and paperas they run wild on a brating spree through the house, we'll guarantee there'll never be noment for you. Of course, rest of the family may not see eye, in Which case you may Take A Stand, but that edn't bother you too much. Indeed

of course, there's a solid satisfaction in furnishing a new house. No one car resist giving you the benefit of their advice. If you take it you'll BY BERNICE COFFEY

probably wish you hadn't, and if you don't they'll regret your unfortunate taste. Best thing to do is to seek sound professional advice from an interior decorator. Get his ideas, then use only those you want and forget about the rest unless tentative experiments in the past have proved that your lack of color perception and design is colossal. But only the exceptionally honest woman will admit this to herself or anyone else. Haven't ninety-nine and one-tenth percent of us at one time or another decided that we have it in us to be a second Elsie de Wolfe any time we cared to take on a career?

New Edition

Every year at this time the big shops unveil the latest editions of their model houses. These are designed to show how to make the most out of an income that doesn't run to footmen and gold plate but does stretch to a char and good china and surroundings that are in good taste without looking budgetty. In short, the sort of houses (or apartments) in which newly-married people usually find themselves or would like to — when they return from the honeymoon and set about the serious business of taking up housekeeping.

Those looking about for inspiration of the do-likewise sort will find themselves well repaid by a visit to Simpson's "House of New Ideas", for the man in charge who interior decorated it has been generous in the use of all sorts of tricks that are highly pleasing and professional in effect without having blitz effects on the balance in the band. It probably will be easier and less expensive in the long run to let Simpson's do any of them that appeal to you, although we know of nothing to prevent you going ahead and putting them into effect on your own if you're awfully sure of yourself. Here are a few of the new ideas in the House of N

Instead of drapes in the dining room an adaptation of the English shutter. Made of bone white parchment studded in a simple design with closely spaced black nailheads.

In a sweetly serene little blue bedroom the smartly tailored bedspread is made of "silence" cloth-and until you see it you can't imagine how terrifically smart this plain herringbone hidden under the table-cloth, becomes when it is used in this manner. Perhaps we should tell you that a narrow cornice all around the top of the blue walls is made of scalloped glazed chintz candy-striped in pink and white. The chintz is used as a piping on the bedspread which is laced sailor manner at the corners, and for the ruffle under the spread the way, is a new kind in which the glaze is permanent even after washing or cleaning.

Instead of the usual window blinds to block out the neighbor's view into the house, painted bamboo screens that roll up have been used. Some are painted—white in the little blue room—or varnished a deep glossy brown. These are not something new and exotic although their use in this manner is but are nothing more or less than the roll-up-and-down screens used on verandas to block out the sun ever since the time when congress boots were worn by the well-dressed man.

A number of changes have been made in the breakfast room of the house, among them an ingenious trick which uses the same linoleum

formerly plain—but gives it a new look by the insertion of narrow strips of colored lineleum in the form of a large plaid design.

"An inexpensive fabric used lavishly will give much better results than a good fabric used sparingly," sagely remarked the man in charge as he showed us through the house. And as proof that there is a lot in what he says, he showed us the bedroom in which an inexpensive chintz had been used with a free hand. Maroon and a tender celadon green mingled in the design, and the walls of the room were completely covered with the fabric which had been padded. Drapes of the same material were used at all the windows.



Spirited appliques of brilliant chintz are used as a trim on the blue organdy frock with incredibly wide skirt worn by pretty Priscilla Lane.



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WORLD OF WOMEN

An Englishwoman Looks at Her New World

BY EILEEN ELIAS

ITS good to be doing something for people," said one of Mr. Bevin's woman factory-workers last week. "You feel you've got an important job of work at last."

Countless women are feeling that to-day women who have never thought of themselves as "important" before. For, in the curious way war has of producing the most unexpected by products, it has brought to women all over the country a sense of satisfaction which peace failed to bring.

Ask the women in uniform. With all its wastefulness and tragedy, it has given to them a unity and a purpose that they have never known

Woman-power. That is the magic word that has put so many hundreds of thousands of our women, old and young, into uniform, or into overalls, for the first time in their lives. Man-power we have always recognized; but woman-power is some thing new, and, as at last we are seeing, something vitally important to our national life. Just because that word has come into the nation's vocabulary, countless women have found a new task in life and what is all-important a new and stronger sense of community.

Where were all these women in peace-time? What part of society have they come from, and why did we never hear of them before? For it was not the working-girls who were the first to flock to the women's services. It was the women without a job the women who had simply nothing to do.

In the man-made society that existed before the war, woman-power was wasted. Hundreds of thousands of women lived bored and trivial lives, just because the world of work had no room for them. You had only to go to a cinema matinee or walk down a crowded shoppingstreet in the afternoon to see them Wives without children; girls whose mothers "wanted" them at home; mothers whose grown-up services. They were all there, window or screen-gazing, because, my one of them would have told ou, "we must do something.

Some of them, perhaps, lived in apartments, the all-electric kind where the housework takes, at the most, an hour and a half a day. Others, in suburban houses, left "all that" to a maid and then found themselves watching the clock till their husbands' return. Others, trained women who had had a satislying job before marriage, had had to surrender it because "the director doesn't allow it" or "My husband

At the Seigniory Club

Reading from top to bottom - An Miss Maria de Barros, daughter of Mr. J. A. Lins de Barros, Ottawa; Miss Jean Owens, daughter of Mr. and Mrs. W. T. Owens, Montreal, and Miss Bunny Huntington, daughter of Commander Robert Dinsmore Huntington, Asst. U.S. Naval Attache and Asst. U.S. Naval Attache for Air in Ottawa, and Mrs. Huntington. The three girls are spending the summer with their parents in country houses close to the Log Chateau . . Miss Winnifred Stoddard of Los Angeles, Cal., and Lt. C. Crosbie of Montreal . . Sub-Lieut and Mrs. H. C. K. Housser of Kingston, during their honeymoon

Mrs. A. F. Fifield, St. Catharines, and her daughters, the Misses Marilyn and Jules Eveland . . Mr. Charles Shipley, Jr., Rosemount, Pa., Miss Lucia Farrington, Auburndale, Mass., and Mr. and Mrs. Donald Farrington, Newton Centre, Mass.

wouldn't approve of it" or "none of the wives in our road do."

Here, all the time, was our

woman-power. And all the time society had no use for it. We watched it go to waste, because we did not realize, till today, that mental unemployment can be just as disastrous as physical unemployment.

The Things They Do

And now, what are these same women doing? Not all are in the women's services. One I know, her family long since grown up and gone from home, is running a market-garden. "My husband's never let me grow anything but a herbaceous border," she told me the other day, "but

now he's in the Home Guard, I'm showing him!"

Another, a girl who had never had a job of any kind before, is training as a draughtsman. "Draughtswomen they'll have to call them now," she remarked cheerfully when last I

A woman friend who used to find keeping house for her two brothers rather a boring business, is running a quarry for them now that they are both in the army! Women in every town are learning their husbands' jobs so as to keep the home going while the men are away. Windowcleaning, boot-repairing, even engineering women who never did these things before are tackling them cheerfully now, and finding too that they can do it.

But after the war-what then? Is all this newly-found woman-power to go to waste again, to lapse into boredom, extravagance, discontent Is the woman teacher still to be told 'We've no work for you after may riage?" Is the older woman to hear at the labor exchange can get girls at half your price?

Somehow we must find a way to utilize the services of all wo peace as well as in war. Will itself has pointed the way.

Nursery schools and creches have come to stay. Communal estaur. ants will not decrease in popularity after the war. Clubs for "e icuee" mothers will be just as welcor e long after all evacuees have leturned home. Here alone are a thousand new jobs, paid or unpaid, walling for the leisured woman.

War has taught women highly-skilled occupation need be closed to her simply on account of her sex. Nineteen-forty-one at the British Census figures teen-thirty-one only 130 solicitors, just over a hundred tects, eighty barristers. Women engineers are at last coming into their own. Women in every branch of life are finding that no man's job is beyond their power.

Will they desert the home? Will they take the jobs from the men? Post-war society is going to dispose forever of these bogeys. There will always be special jobs for which the woman is better fitted than the man Home making, administrative an secretarial work, teaching and tend ing the young these are coupling tions which woman by her very n ture will always choose for her ow

But just as in war, men and wom en are learning the value of work ing side by side, so in the new peace which we shall build they must con tinue to co-operate, as Nature intend ed that they should. For woman power has come and it has come to















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August 16

with three beautiful girls chasng three Miami millionaires on the Then it was "Three After three" with three beautiful girls

Now it's "Moon over Mitwo beautiful girls chas-Miami millionaires, and Greenwood chasing a busbnicolor.

hows how plot-hungry the follywood can get, sitting conference tables famdesperate and down to finger-nail. "Billy the Kid" polished off for the third Harold Bell Wright barrel scraped to the bottom. The ries had used up the hosie, leaving not a crust for studio. The Little Women seautiful Sisters theme had filed up for good by the aughters. So how about utiful sisters again, chasing es in Miami, only change wo beautiful sisters and an d throw in a lot more

So much scenery has now been thrown in that the latest version is little more than a Fitzpatrick Travel Talk, with legs. Betty Grable's wonderful legs which are always ready to twinkle in when you get tired of looking at water flivvers leaping bridges, tropical lagoons, underseas photography, and the rich bronzed landscape of Don Ameche's face.

Well, we must be grateful for what we get, and Charlotte Green-wood is always something to be thankful for. As the substitute aunt she has very little to do except lumber in and out with tea-carts, but once at least she is able to break into one of her dances, those luditious long legs of hers making accurate compass patterns on the screen. The rest is mostly clothes, thampagne, luxury bungalows, tropical waterways festooned with moon-light and Betty Grable of all people finding love instead of the looked-for pot of gold at the end of her Miami rainbow.

ARRIVED at "Angels Over Broadbefore the afternoon show There was just the big with colored lights moving strange background of lozntred by an immense V sign, unseen orchestra played From the Vienna Woods." lights dimmed down in the nd moved up on the screen, was Douglas Fairbanks, cigarette, with buckets of g all about him; just Dougnks in a profile hat standnless in the rain, while his pice came off the sound ling us that the world is suckers, nothing but suckell maybe we are nothing is, but how can we be anybefore the endless devices 's use to betray us into a treamy confusion?

STILL there are degrees. Both Minima Over Miami" and "Angels Over Localdway" are pictures for sucker for people who believe in illusion over reality, and love, love over over the crything. Even so there is a world if difference in the kind of inhellmence used to create, illusion, "Moon (iver Miami" is a picture for movie guers who just want to get an eyeful of technicolor and Betty Grable both at their height. "Angels Over Inheadway" is a melodrama, in tricately contrived, breathlessly engrossing in the latter sequences, and wonderfully phoney nearly all the way through.

It has been described as a picture for adults, which is misleading if you mean that adults are people who like to listen to sententious moralizings about Love, Art and This Bauble Life. Most people will feel that the

THE FILM PARADE

Moonshine Over Everything

"literary" character of the piece, that purely Hechtian and deeply plastered dramatist played by Thomas Mitchell, does nothing but bog the picture down with his endless commentary on life and its meaning. BY MARY LOWREY ROSS

to sleep, however, intelligently contrived things really begin to happen. Trembling little John Qualen is led down a corridor to a room where a dozen quiet strangers are waiting to

clean him out, or alternately, to murder him. He has somehow to escape with his carefully salted three thousand dollars, get down that endless nightmare corridor, get clean away down the stairs before they suspect what he is up to. In the meantime, in the little room opposite the staircase, his two Angels, Rita Hayworth and Douglas Fairbanks, are waiting in a torture of nerves for what may come out of that silent distant room. Then back to the room itself, and the stilled brutally lighted faces about the table where the hands are being dealt out.

Well maybe we're all suckers for illusion; but there is a difference between the kind of illusion that hits you bang in the eye, and the kind that operates stealthily, increasingly and finally intolerably on the nervends and the imagination.



MUSICAL EVENTS

Reginald Stewart Goes to Baltimore

BY HECTOR CHARLESWORTH

THE resolve of the Musical Protective Association to purge the Promenade Symphony concerts of the presence of Reginald Stewart as expeditiously as dictators fire military commanders has not reacted seriously against that conductor. It resulted in his acceptance of an invitation to become Director of the Peabody Institute, a very enviable position. Unfortunately Toronto loses his services, and the great civic institution he created has been thrown back into the insecure experimental conditions of six or seven years ago. If the Proms continue as a permanent organization it will be due to the firmness of the foundations laid by the executive capacity and musical enthusiasm of Mr. Stewart. The real sufferers from the June crisis are the orchestral performers who are supposed to be the wards of the Musical Protective Association. The blow has fallen on them rather than on their former conductor. To paraphrase a speech from an old play "The Silver King"; "O God, turn back Thy universe and give me yesterday," most of them would like to turn back the clock to mid-June.

There is no question of the increased prestige that accrues to Mr. Stewart as the new head of the Peabody Institute. It is the oldest non-profit musical foundation in America, endowed by a man who was in countless ways a pioneer of enlightened philanthropy in England and America. George Peabody set aside funds for this endowment, by which he intended to promote goodwill between his native New England and the South, as early as 1857; though political turmoil prevented its opening until 1868. In the late 'fifties Baltimore was a more important city than it is today, but it has remained one of the chief cultural centres of the United States.

Remarkable Career

Mr. Stewart thus assumes a post with great traditions. Freed from financial worries, all that is expected of him is that he maintain and inrease the artistic prestige of the institution. Throughout his musical career in Toronto he has shown so much executive ability and artistic foresight that there is little doubt he will be a success. He takes office at a time when the United States is full of European musicians of international distinction from whom he may choose in building up a dis-tinguished staff. It is understood that it was the failure of the retiring director, Otto Ortmann, to avail led to his retirement.
While Mr. Stewart's duties at Bal-

timore will be administrative his growing eminence as an artist will not be eclipsed. With the cordial next few months fill many import markable example of Scottish aspir rtion, for he is literally self-made ehoir boy in St. Mary's Anglican Cathedral at Edinburgh, and the youthful orchestral performer who had mastered the French horn. Becapital amateur performances of Gil-His activities between 1920 and 1930 with the best masters.

Orchestra at Royal Albert Hall, the first Canadian to be accorded such an honor. Since 1935 his appearances as guest conductor and pianist in the United States have been steadily increasing. His achievement with the local Promenade Concerts had widespread reactions. A few weeks ago Dr. Frank Black, Musical Director of N.B.C., told me that the broadcasts of these concerts, heard as an exchange program, were immensely popular throughout the United States. His services as an orchestral conductor have overshadowed the excellent work he did as conduc-tor of the Bach Choir, and it must not be forgotten that to him we owe the first performances in this country of Bach's work, "Passion According to St. John."

César Borré's Success

One of the most satisfactory surprises that has come to local music lovers of late was the remarkably fine interpretation of the Cesar Franck Symphony at Varsity Arena last week under the baton of César Borré. Though the latter has lived in Canada for some years few were aware of his exceptional gifts as a symphonic conductor. Certainly nobody anticipated that he would give new facets and more potent vitality to so familiar a masterpiece. There are reasons why Mr. Borre should play the work "con amore." He is a Belgian and Franck was the greatest of modern Belgian composers. He is also an organist, and the Symphony is the work of an inspired organist expressing himself through the orchestral medium. Mr. Borré, trained in Brussels and Antwerp, was probably brought up on Franck. Orchestral players who thought they knew the work backward tell me that he came to rehearsal equipped with a devastating and intimate knowledge of phrases, accents and nuances as to which other conductors are more or less vague.
Mr. Borré needed all this knowl-

edge, for many of the musicians were fresh and inexperienced. The Proms management has been bringing in new blood lavishly of late, and while it is pleasant to see young people

Alexander Chuhaldin, one of Canada's best-known musicians, and onetime leader of the Imperial Grand Opera Orchestra, Moscow, who will be guest conductor of the Toronto Philharmonic Orchestra at its Promenade Concert, Varsity Arena, Aug. 21.

getting a chance it is rather hard on conductors. But all Mr. Borrê's academic knowledge would have produced cold results were he not by temperament a conductor of rare musical discernment and fervent. masterly style, Despite the handicap of forces in part inexperienced, he gave the finest interpretation of the work that has been heard here in re-

A Canadian contralto of wonderful promise, Jean Watson, was the guest soloist. Her voice is of warm, clear, noble quality, and her diction admirable. She is so endowed with temperament that she could not sing coldly if she tried. Her present tendency, due to youth, is to become overemotional in operatic numbers. She was at her best in a lovely legato rendering of Lady Ann Scott's "Think On Me."

Slept Here' NEXT WEEK MON: AUG. 18 VIOLET HEMING 'Old Acquaintance' Evenings 50c, 75c, \$1, MATS.; Wed.-Sat. (2:30) 25c,



THEATRE

Second Helping

BY BERNICE COFFEY

GEORGE" WASHINGTON didn't sleep there and neither did the audience at the Royal Alexandra on the night of the return engagement of George Washington Slept Here' play returned to Toronto with several changes in the cast among them the two leads. Not having seen the previous presentation we are unable to say whether Miss Ethel Britton's predecessor in the part of Annabelle Fuller, sceptical wife of the new nia farmhouse, did a better joh; but we are inclined to doubt it, for Miss

Allen Kearns in the role of New ton Fuller, done by Charles Butterworth at the play's previous appearance here, turned in an acceptable performance but, oh Mr. Kearns, if preparing for a take-off down the runway? Those in search of a good many hearty laughs as who isn't?



FOR A QUICK LUNCH:-A CUP OF and a Sandwich

ADIAN NATIONAL

SEPT-6

A Rare Dish! READY TO SERVE

at the new clothes-rationing to has been in operation for people are beginning to get of how it works. By now eryone has had occasion to thing for which coupons are margarine coupons, by

The whole scheme was and sprung on us so quickly, was no time to get proper upons printed and disso the margarine coupons ion-books, for which, oddly here is at present no other been pressed into service, ou see the extremely dressy quis of Dillberry handing margarine coupons to his exashionable tailor in Saville at must be one of the really de sights of the war. Probdo do it with tongs,

ht well have been expected, of difficulties and inequities apped up in the working of the what, for instance, is to about the women who make in clothes? At present, it seems they are at a disadvantage as with the people who buy the peg. And all those dear no put in their time knitting for sol ger as and sailors—how are they are the authorities to make sure that it ready will all go to the fighting

Trivial matters, you may think, but the getting of clothes is made up of such trivialities, which probably don't seem at all trivial to the people concerned—especially when these to the anomalies are multiplied dozens of times. And then there are particular difficulties, such as those of the ballet-dancers, who are making fremzied appeals for special compons for the year wouldn't be enough to keep them in ballet shoes alone—not at the rate of a pair a night, which is said to be the normal requirement. Pavlova used five or six pairs, we are told. And how about the costumes for theatrical productions?

In one, no doubt, these various afflictures, and the thousands of others affecting the trade as well as

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THE LONDON LETTER

The Marquis Uses His Margarine Coupons

BY P. O'D

the consumer, will be smoothed away—or, at any rate, eased. Some regulations will be relaxed, and others will be tightened. The "wanglers" will of course be busy

will, of course, be busy.

There is generally some way of defeating almost any regulation—for a while. The authorities can be trusted to take their precautions. But the best assurance for the success of the new scheme is the general good-will of the public. Most people are agreed that something of the kind was necessary, and most people are prepared to do their best to make it work. They will grumble, but they will play fair, as is the English way

especially in such times as these.

The Ration Front

For extent and activity the Ration Front will soon almost rival the Russian Front. In the matter of Food, last week saw the beginning of the egg plan—whose critics seem as numerous and acidulous as ever—controlled prices for fish, the first of the double issues of sugar for jammaking, the increase in the cheese ration, and the decrease in the butter ration.

Coal rationing also began, with a maximum of a ton a month for domestic use. We were warned, too, that the petrol allowance is to be reduced, though this won't hit us until October, when the supply for that month will be cut in half. Considering what a stingy supply we are allowed now, a cut of one half is a cut indeed

Unfortunately, the fact that a commodity is rationed doesn't at all mean that you can get your ration. It merely means that you can't get any more. There are also things potatoes, for instance—that are unrationed, but are at the moment al-

most unobtainable. The old stock has been used up—a great deal of it for the feeding of animals—and the new stock hasn't yet come in.

Once upon a time the early potatoes used to come from the Island of Jersey, but the Germans are eating them now, no doubt. New potatoes with butter and a sprinkling of mint! It is painful and infuriating to think of the guzzling that must be going on over there.

Still, we are not doing too badly, when everything is said and done—or done without. And the Minister of Agriculture promises us that, with anything like decent luck, the harvest this year should be the greatest in living memory. With something like 6,000,000 extra acres under cultivation it certainly ought to be. The prospect of this country being starved into submission is thus as remote as ever—or even a little more remote. The Food Front is holding firm.

Summer Time and Accidents

One of the chief claims made for setting the clock back an extra hour during this summer, so saving two hours of daylight instead of one, was that it would help to lessen the number of accidents on the roads. The claim seemed logical enough the better the light, the better the chance of padestrians and motorists seeing one another and keeping clear.

The only trouble is that it doesn't work out that way. The horrible toll of accidents doesn't decrease. Considering the far smaller number of motor-vehicles on the roads, it even shows a tendency to increase.

Perhaps pedestrians are less careful nowadays with so many other

haps drivers are in more of a hurry with the comparatively empty roads to invite them to "step on it." Whatever the reason, people are being killed at the rate of about 9.000 a year. Even though many more thousands are being killed in other ways.

there is something appallin; about

this sort of senseless slaughter.

At first people were inclined to blame it on the Army, as so many other forms of destruction are blamed. All those young and inexperienced drivers being suddenly given huge and powerful machines to take roaring along the roads! And it certainly doesn't promote caution to know that, in the event of a collision, it is the other fellow who is going to get the worst of it. The Army driver doesn't even have to worry about damage to his own vehicle. He merely gets a bit of a holiday while the military authorities attend to all the

Like a good many other people, I was inclined to take this view of it especially as I had seen quite a lot of Army driving, and had more than once had to get almost into the ditch while an Army lorry or a Bren-carrier came lurching along the road at me. But it seems that we were wrong.

A statement published by the War Office last week shows that, on an analysis of the casualty statistics, Army drivers and vehicles were concerned in only a small percentage of the accidents, and that in very few even of those cases were the Army drivers at fault. And the War Office ought to know.

There seems to be nothing for it but to beg the Army's pardon with what grace we may, and humbly to search our civilian hearts. Can it be that we, the public, are to blame,

that we step before we look, that we go rocketing over the cross-road or around the blind corner, that we are well, the sort of careless and goofy persons that we usually are? There seems to be no other conclusion. It is humiliating but salutary.

Trouble With Eggs

Lord Woolton was doing fine, until he decided to get to grips with the egg problem. He is a highly competent and experienced man, and there are few aspects of the food question that he hasn't mastered. But the hen seems to be one of them. The hen will not be "druv," as Lord Woolton is finding out. Neither will the people who keep hens. Just at the moment Lord Woolton is looking like an unsuccessful vaudeville comedian in the rough old days. He has egg plastered all over him.

The trouble started when the Food Ministry set out to ration eggs or, at any rate, to control them, as they are now explaining

The Ministry, in the way it has tackled this problem, has shown great pluck, not much sense, and no consistency at all. First it announced that people with 12 hens or less were to be exempt. They could do as they pleased with their eggs. But people with 13 hens—aha! They would have to turn over all their eggs to the Government, and depend entirely on their dealer and ration-book—unless, of course, they had the good sense to kill and eat the extra hen.

Loud choruses of jeers and howls arose on every side. The Ministry, with cold perspiration dripping from its hair, hastened to change its plan. They said they had been misunderstood. They were merely trying to prevent the formation of a "black market" in eggs. But since people felt the way they seemed to feel about it—well, anyone with fifty hens could keep eggs for their own consumption, provided they asked the Government's permission. Something pathetic, don't you think, about that asking permission? It is known as "saving face." And there, for the present, the matter stands.



August 16

LTHOUGH

CONCERNING FOOD

Long But Not Strong

BY JANET MARCH

AN AWFUL lot of people in this world seem to like fancy drinks. Not for them the simple milk, tea, coffee iced or hot the soda water with what makes it worth drinking, or the John Collins, that king of summer long strong drinks who mystifyingly becomes Tom when you cross the border to the South. Personally if I have a real thirst I like a deep cold well better than anything: A in that rather negative sentence used by the Department of Public Health of this province "Examina-I asked, putting the end of my nose A after a bout of weeding. "It's wetter," said the usually intellectual

don't seem to be generally shared. a different color each time. Once lately it was bright pink. "What is this?" said a young March, used only to simple bottled drinks, "A cold drink, you can have some." "No. said a clear voice. Investigation proved that the mixture was of bottled fruit juice, raspberry wine, next event was the Sunday School that collective system of eating we

> It's a delightful, refreshing meal on a summer morning - and something

more besides. Every spoonful gives

you those important food elements

contained in 100% pure whole wheat. because the wheat is unmitted, all the valuable

wheat germ is retained. Serve this whole wheat

energy-food to your family regularly. Ask for

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SHREDDED WHEAT

it by the full name, "Nabisco Shredded Wheat"

before your eyes, I do know how to make a few good cold drinks, and here are some recipes.

Grape Juice Ale

- pint of grape juice
- pint of ginger ale
- 3 tablespoonfuls of lemon juice 2 tablespoons of powdered sugar, unless you like things very
- 2 tablespoonfuls of orange juice

Mix everything together, adding the ginger ale last so that there is still some fizz when you serve it. Use plenty of ice, which of course is a must in making all summer drinks.

Grapefruit Punch

1 quart of grapefruit juice 8 tablespoonfuls of fruit sugar Juice of eight limes Sprigs of fresh mint

Mix the fruit juices together, and then add the sugar, crush and add the mint. Mix well and pour into glasses with ice in them.

Cider Cup

It won't be long before the fresh cider will be in, but in the meantime there's still lots of last year's crop or vintage or whatever you call the

- 4 lemons
- 6 tablespoonfuls of sugar

Add the sugar and the lemon juice first, stirring till the sugar is melted, then add the sherry, then the cider and chill. Serve on ice with some

Chinese Cup

SERVE Canada's favorite
WHOLE WHEAT Cereal

MABISCO SHREDDED WHEAT

LOOK FOR

THIS FAMILIAR PACKAGE

AT YOUR FOOD STORE

- 2 tablespoonfuls of preserved

Orange Punch 3 oranges 1 lemon 1 cup of cold tea 1 pint of ginger ale 1 pint of soda water Sugar to taste Mix the fruit juices, sugar and tea and just before serving add the ginger ale and the soda water. This one is simple to make and is usually popular with the young after tennis

- cups of strawberry syrup
- 5 oranges
- 1 cup of water
- 1's cups of sugar
- 1 quart of soda water

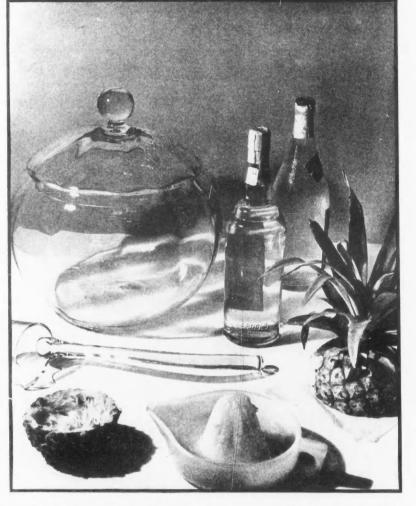
Boil the water and sugar together to make a syrup, then add the tea, and two cups of strawberry syrup the best is the sort which you drain the orange and lemon juice and the pineapple juice. Chill thoroughly and add 5 quarts of cold water. Then add the cherries and soda water and serve with lots of ice.

Tea and Cider Cup

- 1 pint of tea (this is best with
- China tea)
- 1 pint of ginger ale

Dissolve the sugar in the tea and then add the lemon juice, last add the cider and ginger ale just before

All punches, like salads, should be made for looks as well as taste, so slices of orange or lemon or cherries or, failing cherries, a few firm raspberries, make the drink taste as well



The tart fruitiness of fresh pineapple, plus other "makings," provides a mild, cooling, refreshing drink to serve on a warm day in summer.

1 cup of black pitted cherries Ice and sugar to taste

Chop the ginger up very finely, it must be the Chinese wet sort in jars not the candied sort which you get at a candy shop—then add the juice of the lemons and the sugar. Chill this and add the tea and, just before serving, the cherries and ginger ale.

Fruit Punch

- 1 cup of cold tea

- 1 tin of pineapple juice
- 1 cup of maraschino cherries

- I pint of eider
- Sugar to taste



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GEORGIAN

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HOM, E.W.O.OD

SANITARIUM

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of his First Great War

"THE BACK PAGE"

The Blitz and the Buskin in Britain

Little Review, an entertainment devised for the ultra-sophisticated, drew crowds from the monocle and mortarboard wearing section of the population, but the greatest popular success of the war, to date, was the production in the spring of 1940 of King Lear, with John Gielgud in the name part. Running it a close second was The Tempest with Gielgud as Prospero. Both these productions were at the Old Vic, which presented Shakespeare all through the last war.

AFTER the airblitz began, a year ago, London theatres closed

ago, London theatres closed abruptly; only the Old Vic, devoted to productions of the classics, and its companion theatre, Sadler's Wells, given over to performances of opera and ballet, were able to continue. Even then the Vic had to move out of its own theatre, which is very near to Waterloo Station, and is the oldest theatre in London to continue business in its original fabric (which dates from 1817). Waterloo is a bombing target, and the Vic is very shaky, so the management and company moved to Sadler's Wells, in the more salubrious district of Islington. Dramatic performances had to be stopped for a while, but a company hastened to Buxton, in Derbyshire, to play She Stoops To Conquer and Martinez Sierra's Kingdom of God to audiences which gathered from Manchester and from the Civil Service hide-aways in the Peak District. Meanwhile, at Sadler's Wells, per-formances of opera and ballet coninued with great success.

A LETTER received this summer from a high official in the Old Vic and Sadier's Wells Foundation gives interesting details, which sound best in his own words: "A day or two after my last letter we went to live in Sadler's Wells... and ran

THE CITIZEN AWAKES

A CITIZEN awoke one morn And found his land in alien toils, His rulers from their places torn, His grain and gold a conqueror's

A whip to his protests replied. Men seized his canny winter's

He wondered how his son had died; Why fate such grief should pour.

He found a wise man old as Time, To whom he poured his tale of

He raged against the monstrous crime.

And all officials, high and low. The wise man said, "Why curse you so?"

Did you not say that party strife Was built for knaves and tricksters low?

Did you not hug your own small life?

"Did you not say you did not know Why you should fret your fallow brain On things of state? You'd crops to

grow And worry over lack of rain? This is your answer, this your pay

For passing on the other side. You took for granted, like the day.

The things for which your fathers died.

"Did you with shrug and wry grimace

Ignore the burden meant for you? You shocked that Freedom hides her face

And Liberty is lost to view? Rights grow not upon apple-trees And fields unworked no harvest

Stand! Fight and Die! Or, on your knees.

An abject mimic of existence,

DONALD L. AIKEN.
Merculale, Man.

BY ROBERTSON DAVIES

it as a rest centre for people who had been made homeless by homb At one time we had 78 living in. This went on for eight weeks. The Council supplied mattresses and rugs, which we dished out; and sent a mobile canteen thrice a day with v.g. food which we also dished out There were endless adventures and what newspaper writers call 'Human Stories' how the big boys pulled off the sprinkler pipes and flooded the bandroom, where 60 people were sleeping, to a depth of three inches; how the little boys put bread down the pit can and flooded the auditorium with liquids which shall be nameless; how Gran Broderick received the news that in extricating her son's body from the wreck of their home the Demolition Squad had pulled the arm off; how Miss Barbara Solway, aged 4, was taken to a hospital in an ambulance at midnight at the very peak of the biggest bombardment ever, ... Meantime we got four companies out on the road. . . We sent Macbeth with Sybil and Lewis Dame Sybil Thorndike and Lewis Casson) to South Wales, Opera and Ballet round the camps for ENSA, and the main body of the opera company we got to rather gothically arranged by me of Figure and Traviata. The whole affair was a feat of dogged persistence of which we felt very proud, I think you'll agree justifiably when you realize that at this period a wire to Wales was taking 3 days (6 before you had an answer; that letters, even local letters, were taking a wrack, the torment of an entire day spent trying to collect casts on the and Acorn would impertinently reply; one or two exchanges were hit. which didn't help any; wires aplace, so that if one heard anything their address either fled to Wales Mum's at Hampton like all the chorus. It was overwhelming. It broke Williams up-as the bombs prop-room where she lay. . . A Bux-om Party of uncertain but not exa morning, a Witch of eighty would fly out of it at night, gibbering, on a propositick"

AND so the news continues until the writer concludes. . . "Grieving, but never mind; there are compensations." One of these is that the Old Vic and Sadler's Wells appear to have spread themselves into six companies, with a new head quarters in the Midlands, far from distracting London, and are circulating programs of Shakespeare, Opera, and Ballet all over England. There are difficulties; young men are rare, and must often play two or three parts in a single play, which does them no harm but is considered inartistic at the Vic. The Ballet dances to the piano accompaniment of the former orchestra conductor, the eminent Constant Lambert; despite lack of orchestra they have produced four new ballets since the war began, and have restored the scenery and costumes lost on that fatal May 10, 1940, when they landed in Holland for a good-will tour, and barely escaped with their lives. The opera has recovered its forces from Wales and Hampton and is singing most of its repertoire, though with what the correspondent calls.

That is what the Old Vic and Sadler's Wells are doing to help win the war. A few years ago the founder of that organization, the late Miss Lilian Baylis, was asked what she thought about the proposed building of a National Theatre. She replied, with characteristic bluntness. "I don't care what you build; we are the national theatre." Was she not right?

at EATON'S



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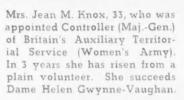
SATURDAY NIGHT, TORONTO, CANADA, AUGUST 16, 1941

P. M. Richards, Financial Editor

Cities Should Not Steal From Landowners!

PEOPLE make news







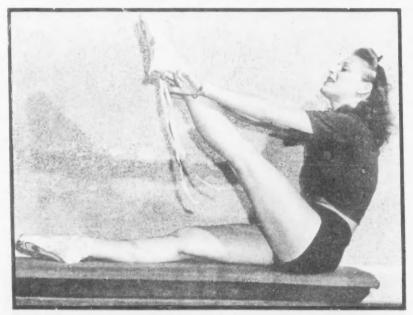
Gen. Ernest Udet, Great War ace and stunt flyer, who was, with Hermann Goering, responsible for the might of the Luftwaffe, was last week reported to be a suicide. He was under arrest for opposing the Russian adventure.



Judy Garland, singing star of screen and radio, with her husband David Rose, composer and music arranger. They were married in Las Vegas, Nev., he for the second time, she for the first. Judy is 19, Rose, 32.



Mrs. L. R. P. Jordon is shown leaving the White House with Rep. Hugh Peterson of Georgia. Mrs. Jordon is 75 and has been told that she will be blind in a short time. She wanted to see the President before she went blind.



In recognition of her contribution to the art world by blending the best in dancing and acting. Zorina, famous danseuse, was last week given the title of the top dancing actress of 1941 by Dr. Frederic M. Thrasher, Director of Motion Picture Study at New York University. A top flight ballerina, Zorina has appeared in the stage productions of "I Married an Angel" and "Louisiana Purchase" as well as several of the better Hollywood musical extravaganzas.

EVEN if the Rowell-Sirois recommendations had been adopted, there would have been little appreciable relief for many of those in our large urban areas who are forced to pay exorbitant taxes on real estate. The Dominion's acceptance of the responsibility for the employable unemployed might have helped a little after the war, but hardly at all now, since most of the employables are employed. There is, however, one weakness in the whole system of real estate taxation which can be cured neither by Ottawa nor by provincial governments except as the latter revise their assessment acts and give the property-owner some better protection against arbitrary, fictitious and confiscatory assess-ments. If, for instance, the law stated that no property could be sold for unpaid taxes unless the price received was equivalent to the average assessment for the ten years preceding the sale, the injustice would be largely eliminated at a stroke of the

This does not imply that all assessments are too high. It is quite possible that most assessments are fair. It may even be that some assess ments are too low and that too much property is exempt. But the main BY CLARIS EDWIN SILCOX

The system of assessing property in Canada is uneven and unjust, says Claris Edwin Silcox. In it are the seeds of slums and Communism. It is responsible for discouraged landowners and an obstacle to town planning.

A city to prosper must lower its land values to attract businesses to it; must tax land on real, not hypothetical value; must limit business frontage to approximately 15 per cent; and must make proper provision for residential and apartment dis-

curse of the system is its unevenness, and the fact that those who are the victims of the injustice have no real chance for redress in the courts. At present, the tax on land is a capital levy, not based on income received, actual cost or present market value. This gives the assessors dictatorial powers which they should never possess. Nor is this funda-

mental weakness remedied the establishment of Domin controllers who set limits to which may be collected we municipal *gauleiter* sets not the assessments. Further, at sent time, residential proper is assessed as potential property cannot well be so the purchaser is able to secu the Priorities Board at Otto mission to build. When this forthcoming, the owners of erty, who are not able to against it (since it is unpronor to sell, nor to secure sufficie in rentals to pay the taxes, an simply the victims of confiscation without compensation.

Capitalism, Beware!

Let the friends of capitalism i ware! The precedent has been esta lished, and no one can compl after the war if capital of oth kinds is confiscated without compe sation by the government. It has been done already in the matter over-assessed real estate in downtown areas of cities, and hen there is no reason why it should no be equally done in the matter of go mines, industrial stock, or agricultural

THE BUSINESS ANGLE

The Case for Free Competition

NOWADAYS it is widely assumed that after the war there is going to be much more governmental control of the economy, and that this will, somehow or other, inevitably result to our common benefit. The many who argue in this fashion claim that private enterprise can never again hope to provide opportunity for the full employment of available labor power, and that to retain an economic system based on individual initiative means that even in Canada, where we pride ourselves upon our pioneer spirit and ingenuity, our industry, ability and widespread thrift, we must resign ourselves to having permanently some



hundreds of thousands of unemployed to be taken care of through some system of poor relief or dole. The only remedy that these people can offer is to turn everything over to the state, regardless of the fact that the state itself does not create wealth and purchasing power but merely, through taxation, redistributes the wealth

and purchasing power created by producers.
What is the basis of this new economic philosophy under which all the rules of the game seem to have been changed? Why, before the war, did we see labor elamoring for shorter hours and fewer labor-saving devices to make jobs go around? Why did we see industry trying to limit competition and stabilize prices, and agriculture joining in with enforced acreage reduction and crop control? Is it true that, under than we want or ever shall want more than men are willing to work for? Or, under a system of state socialism, can we have more and more by producing less and less until we live like kings on nothing?

Formula for Lasting Prosperity

According to a careful estimate made by the Brookseventy-five per cent more goods and services would have to be produced than were produced in 1929! No doubt an increase no less large would be required in the case of Canada. In view, then, of the fact that in the period of greatest productivity the output of great mass of the people with the minimum require ments for health and efficiency, it would seem to be apparent that the primary need is not for a smaller as gregate output but for a larger one. Evidently what is needed what will be needed after the war is not restriction but a more effective utilization of our productive capacity and its steady expansion to the

end that all classes of people may attain progressive ly higher living standards.

Because income is received in the form of money it is easy to become confused into thinking that in nomic progress in peacetime is measured by the rate of increase in wages, salaries, interest and prof its. It is this confusion which leads to the urge for government subsidies for reduced production. sions for the aged provided they cease working. similar proposals for expanding purchasing po-Attention becomes focused upon the increased me incomes which thus flow into trade, overlooking fact that in the final analysis the standards of sumption are governed by the volume of goods services produced and offered for sale.

Need is Greater Production

Actually, the only formula for providing laprosperity is, with the aid of science, to produce largest possible amount of goods and services the least amount of human labor, accompanying lowering of the cost of production with a dec in selling price. With money incomes unchanged incomes would steadily increase until the addit volume of goods and services called for would ploy all who need employment. It is the responsi of industry to see that the gains resulting from creased efficiency are passed on to the cons through the medium of price reductions. If the done, the expanding purchasing power requir take the increased quantity of goods off the m is automatically created.

And for progress we need the maintenanfree competition. Under the pressure of free petition, not only are goods and services made abundant and more widely available, but obsinefficient, high-cost produc-

ers are eliminated. It's true, of course, that much that is called competition is unworthy of the name. Cut-throat practices where prices are reduced at the expense of quality, where price-cuts precede rather than follow reductions in costs and the latter are effected at the expense of labor,

where lowered prices are sustained through unet practices these and other practices of the same ture might better be called racketeering

Of course we want the waste of such bad pracabolished. We want stable business conditions to the extent that stability is consistent with efficiency, but not the stability of a static economy its cost is too great in terms of human welfare. The price of the inefficiency which feeds on restraints, controls and restrictions is unemployment, poverty and waste.

KET



After extensive manoeuvres of Canadian troops stationed in England, Lieutenant-General A. G. L. McNaughton congratulates some of the officers. He is shaking hands with Major H. F. E. Smith of Vancouver, B.C. Other officers visible in the picture are Lieutenants H. S. Peck and C. R. H. Porteous of Montreal; David Croll, former Mayor of Windsor, member Ontario Legislature; and Alastair Buchan, Lord Tweedsmuir's son.

toral lands. Some of us pointed out years ago that such policies lay a solid toundation for communism! The real agents of communism are not the officials in Moscow but the remounte illiterates who mould assessment policies in our big cities. Such policies were also important in preventing us from breaking the back to the depression between 1929 and these

ostmortem on the collapse the slum-clearance schemes the depression will reveal major cause of the failure to the excessive assessment values in the slum areas. " report on "Housing Con-Toronto" stated that in housing areas as the Moss rict, land was assessed at per gross acre, while in housing areas such as Rose land assessment was \$12. r gross acre. Those who provide low-cost housing in areas, not too far removed heart of the city, found cost involved in land-conmade any adequate rescheme prohibitive.

Arbitarily Assessed

aid it was? It certainly But because it was located ricted areas, more or less for stores, factories, ware-coalyards, tanneries, seweror gas plants, it was arbissessed not as decent resiroperty but as potential bus perty. So long as Toronto a such foolish land-assess continue to have slums, and housing in areas where it needed is a pipe-dream. The inot condemn the property it has arbitrarily set too value upon it. So long, too, ers of such property have to taxes on land more than they ligher than they should, and will workers have to seek sufficient to enable them to such rents even if these wages upset the equilibrium between the rewards of industrial and agricul-

In almost any Canadian city, one may discover, not far from its centre, large areas which look like bombed-out districts. The buildings have been torn down in a futile effort to escape the exorbitant taxation, but the owners find themselves unable to erect the kind of new buildings on the land which could be rented at a price sufficient to meet the taxes on the fictitious landvalues. In any well-planned city, not more than twelve per cent of the city's frontage should be available for business, but in Toronto, for instance, according to reports pre-pared by the heads of departments at the City Hall, thirty-five per cent of such frontage is so available! There is a glut of land for business purposes, and not even assessors possess a divine right to abrogate the law of supply and demand. How can any one sell his land for a figure approximating the assessed value when owners of adjacent property are all but willing to give their land

away to anybody who will take it off their hands because they cannot pay the taxes, much less keep the buildings already on it in proper repair? Assessors have been using their powers to wreck real values in the city, immobilizing capital when greater mobility is imperative, and creating assessments which the very province responsible for the assessment laws has to mark down when it evaluates estates for succession duties!

In the United Kingdom, where they have a sensible method of real estate taxation, they have passed the War Damage Act (1941) by which owners of property destroyed by enemy bombers receive compensation from the state. It would be fortunate for many real-estate owners in Canadian cities if there were a similar act here, and if some of their property could be conveniently bombed by an enemy. Then, and then only, could they recover some of their investment.

Nor have our assessors worked out any scientific system of assessment. Vacant land is taxed to maintain schools although few of our children live on vacant land, and to provide police and fire protection; it should be obvious that the charge against land should be limited to such improvements as paving, sidewalks, lighting, sewers, etc. Further, downtown assessments on land have been greatly increased at the very time when the flight to the suburbs was beginning. Even today the new munitions factories are quite properly not located in the heart of the cities but in the middle of hundredacre farms outside of the city limits.

Assessors in some cities are at long last frankly admitting the injustice of the system, but very little is being done to rectify it. One curious by-product of the whole situation is that while many of our financiers are fearful of inflation, real estate property has been systematically deflated for several years and the deflation is still going on. Thus, we have inflation at one end of the economic structure, and deflation at ly provide loans and gifts to the government to carry on the war are inhibited from doing so because their holdings are for the most part frozen in unproductive real estate.

Land Values Fictitious

There has been little new land annexed to the city of Toronto, for instance, since 1911, and in the last thirty years the population of Toronto proper has not doubled. In the downtown area the population is even shrinking, as one discovers in the recommendations of the superintendent of schools that several schools be closed. The social trend is away from the city to the suburbs. New forms of transportation have made that possible. But that trend is no excuse for rendering downtown property entirely useless. In the same thirty years, the assessed value of land in Toronto rose from \$128, 956,769 to \$384,415,346 in 1931. Since that year, it has only slightly fallen

to \$349,775,086.

What threatens the heart of the city is not congestion, but desert spaces. If the city really wants new prosperity and new industries after the war as well as now, it must realize that it faces a new order. It must lower its land values to attract business to it, instead of driving it away and making the ownership of property unprofitable. It must tax land and buildings on their actual, not their hypothetical, value. It must, through a careful system of town-planning, limit the frontage available to business to approximately 15% of the total frontage and see that these areas are for the most part properly concentrated. It must free other areas for apartments and make the milieu suitable for apartments, and others for detached homes.

Our cities cannot act too soon. The present policy is stupid, suicidal, uneconomic, deceitful and immoral. It is ruining the steady growth of the city. It is establishing a false total assessment and thus misrepresenting the city's real borrowing powers. It is ignoring the basic social trends of the day. It is freezing and immobili-

izing capital resources when we need all the dollars we can lay our hands on. It is promoting deflation, not inflation. It is engaging in what is just as much a piece of straight theft and confiscation as that practised by the burglars whom it confines to jail. It is creating a sense of fundamental hopelessness as to the existence of real justice in governmental quarters. It is consuming widow's houses without making even the pretence of long prayers, thus meriting the greater damnation. It is wiping out the assets of many in the middle classes who may soon have to qualify for relief as unemployables, while it lets the "big shots" go free. In short, it is laying excellent foundations for the confiscate them. Unless corrected, it will render largely impossible any adequate recovery after the war and the restoration of that steady expansion of population and prosperity of which the state of the building industry is the fairest index. It is time that economic illiterates ceased their policies of destruction and sabotage.





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SATURDAY NIGHT



GOLD AND DROSS

Your money is important. That is why each week in "Gold and Dross" we tell you what and what not to invest it in. And we try to do it as sagaciously and as expertly as possible. This requires patient and painstaking investigation and careful judgment, but the sound reputation of "Gold and Dross" built up over a number of years-more than we care to rememberhas justified our effort and been our reward.—The Publishers.

SATURDAY NIGHT, The Canadian Weekly

GOLD & DROSS

It is recommended that answers to inquiries in this department be read in conjunction with the Business and Market Forecast.

NATIONAL BREWERIES

Editor, Gold & Dross:

I want to get an opinion I can trust on the common stock of National Breweries. I am holding some of the stock and will continue to do so if you think the company's outlook warrants it. Please let me know

P.E.C., Montreal, Que. The common stock of National

Breweries has appeal for income; its appreciation possibilities are limited. If you feel that a stock in this category meets your investment needs, I see no reason for you to sell.

In spite of the recent restrictions placed upon the sale of beer in the Province of Quebec, sales of National Breweries to date in this year are showing a handsome improvement over those of the corresponding period last year. Hot seasonable weather, and the swelling pay rolls which have resulted from wartime stimulus to industry has more than balanced whatever tendency there may have been towards curtailment of consumption occasioned by the

Net last year was equal to \$1.78

per share against the \$2 per share dividend. With more than 10 per cent of its stock held externally, National Breweries is subject to the Foreign Exchange Control Board's ruling against payment of dividends in excess of current earnings. So far, permission to continue the payments has been forthcoming. Last payment was made on July 2. Obviously, even a cut in dividends to the level of earnings would still leave the stock yielding an above-average return. Earnings outlook for the company

is uncertain because of the uncertainty as to the extent to which taxes may nullify the improved volume of business. Last year, taxes of all kinds, including the increased duty on malt, cost the company \$6,-149,886 an increase of \$1,713,539 over the previous year. This year, there is another fillip given taxes by the minimum combined federal and income excess profits taxes from 30 per cent to 40 per cent. This tax will be offset to some extent by the tentative intimation on the part of the Quebec government that it will forego the corporation tax field under the Government's proposal.

BUSINESS AND MARKET FORECAST

BY HARUSPEX

The CYCLICAL or major direction of the New York stock market was confirmed as downward in early May, 1940. T SHORT-TERM movement was confirmed as upward on June 12. STOCKS MOVING INTO STRONG HANDS

On August 1 the Dow-Jones rail average closed at 30.88, thereby effecting a decisive penetration of its April rally peak and confirming similar strength by the industrial average some weeks previously. Together, the two averages have now jointly emerged from their five-month trading range in an upside direction. This upside emergence designates the trading area as one during which stocks were passing from weak to strong investment interests,

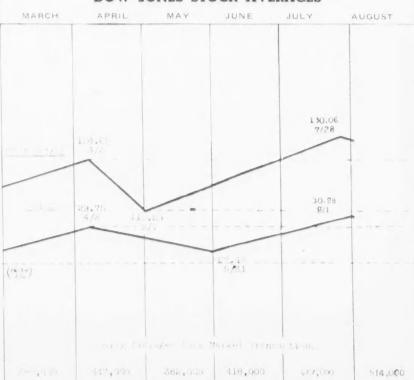
From the more immediate, or short-term, approach, upside penetrations such as that just witnessed, are as often as not followed by secondary declines of three or more weeks' duration, or by an extended interval of sidewise movement in rather narrow limits. Such irregularity serves to consolidate the rise and otherwise strengthen the technical structure for another interval or

A MAJOR ADVANCE IN THE MAKING?

Whether or not secondary reaction is now to be witnessed, this recent upside emergence of the averages, viewed broadly, is encouraging. Taken in conjunction with the prior refusal of the market to move under the May, 1940, panic lows and the accompanying drying up in volume of trading, there is some justification for a belief that at a not-too-remote date the averages will succeed in pushing above their November, 1940, rally peaks Industrials 138.2 Rails 30.29. Such a development would be a technical confirmation of current economic indications that a major advance is

in the making.
Factors of main recent stimulus to the market have been the growing evidences of a war inflation as ahead for the United States, plus the knowledge that the Anglo-American war position has shown progressive improvement over the past twelve months. These factors, however, while important to the major trend, would not prevent technical recession. Because of the extent of the advance from May into July, we recommended caution on recent strength. Should the market, at an early date, develop additional strength, say, into the 140-145 level, rather than show recession, intermediate selling, in our opinion, would be called for,

DOW JONES STOCK AVERAGES



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DIVIDEND NO. 313

NOTICE is hereby given that a 1 DEND of TWO DOLLARS share upon the paid up Capital Stothis Institution has been declared to current quarter, payable on and of TUESDAY, the SECOND day of ST TEMBER next, to Shareholders of recessions of business on 31st July, 1941. By Order of the Board

JACKSON DODDS, General Manager General Manager Montreal, 22nd July, 1941

NORANDA MINES, LIMITED

DIVIDEND NOTICE.

Notice is hereby given that an dividend of \$100 per share, pay Canadian runds, has been declared Directors of Noranda Mines, Limite able September 15th, 1941, to share of ground at the close of business, 20th, 1941.



The insignificant little animal in the arms of American Airlines stewardess Mildred Purdy is a Cordillerana Chinchilla of the Andes. One of 80 in captivity, he's worth \$2,500. DOM

August 1

GOLD & DROSS

DOMINION TEXTILE

Editor, Gold & Dross:

Pleas give me your considered opinion of the stock of Dominion Testile. Do you think the company will cure the common dividend by a nevert eargin this year?

R. M. P., Toronto, Ont.

Yes, do. At the present time a good chank of the company's gross profits re going to the government in the ay of excess profits taxes; so much that there would have to be a very marp decline in gross profits before the balance of net available for dividends would be seriously affected. Last year's income and excess profits taxes were \$4,192,456 more than two-thirds of profits before taxes, more than double shareholders net profits and more than three times common dividends.

In the first quarter of the current fiscal year which began April 1, poundage and dollar sa e of Dominion Textile Company Limited ran ahead of the corresponding quarter of 1940. And despite the rising trend of costs, profits also compared favorably with the June quarter of last year. Some increases have been made in selling prices, but nothing commensurate with the rise in costs. The fikelihood is, then, for a gradual thinning of profit margins.

At the present market, the common stock has appeal for income as well as for its appreciation possibilities. The \$5-per-share dividend rate should be covered amply during the current fiscal year. Last year net was equal to \$7.03 per common share.

Dominion Textile produces a variety of cloths, fabrics and yarns. Normally about 75 per cent of the company's output goes to the manufacturing and cutting up trade, the remainder being sold to jobbers, retailers, che But in 1940 a substantial amount went directly and indirectly for military purposes.

AL

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One



WHERE DO THEY GET OFF?

SACHIGO RIVER

Editor, Gold & Dross:

I am holding stock in Sachigo River Exploration Company. Does the company still intend to make a division of the equity to the shareholders and what amount will it be? I still feel that the property will be continued in operation.

J. C., Winnipeg, Man.

The management of Sachigo River Exploration Co. feels that all possibilities of locating additional ore have been exhausted and operations will cease this Fall. It is expected the company will have about \$4 a share to distribute to shareholders when everything is wound up, probably in September.

As the \$4 a share will be about equal to the amount of capital expended in bringing the property into

production it is hoped the distribution will be regarded by the tax authorities as a return of capital and, hence, not liable for income taxes.

B.C. PACKERS

Editor, Gold & Dross:

Kindly tell me what you think of the common stock of British Columbia Packers. Also, will you tell me why the company's net profit fell off in the last fiscal year?

O. D. C., Vancourer, B.C.

One reason for the falling off of B.C. Packers' net income was the sharp rise in the cost of sales from \$4,713,206 to \$6,726,613 and the fact that the operating ratio, that is, the cost of sales to net sales, increased from 76 per cent to 86 per cent. Another reason for the poorer return was the failure of the pink salmon run. The pack of canned salmon was normal in quantity except for this one species and its run was abnormally short, being only 53 per cent of the previous cycle run. Other reasons were a decrease in the herring catch which was due chiefly to the very late run in certain districts rather than its complete failure, lower prices in the United King dom for Sockeye salmon and lower oil prices.

In the year ended April 30, 1941, net was equal to \$1.52 per common share, against \$2.87 in the previous fiscal year, 98 cents in 1939 and 47 cents per share in 1938. Working capital position, which has improved materially in the last several years, was further strengthened in 1940-1941.

The possibility of a dividend on B.C. Packers' common is, I would say, remote, and the stock has less than average speculative appeal.

McCUAIG RED LAKE

Editor, Gold & Dross;

I hold shares of McCuaig Red Luke and would appreciate having your opinion of the prospects for a divi-

W. H., Toronto, Out

The fact that McCuaig Red Lake Gold Mines is still in the prospect stage and inactive at present, makes it impossible to predict if the company will ever reach the dividend-paying ranks. A program of diamond drilling was contemplated, following a geological survey late last year but plans are in abeyance pending more favorable financing

A few years ago considerable surface work and diamond drilling was carried out on the property, which adjoins McKenzie Red Lake to the north, with some encouragement. Two shallow holes, 100 feet apart, showed 30-foot intersections averaging \$4 and \$5 respectively, while a third hole between these gave 30 feet of core averaging \$23 per ton.

The company owns 20,000 shares of McKenzie Red Lake.



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The New "Blue Book"

COVERING a total of 1,335 Candian companies in its 1,200 pages, the 1941 issue of Houston's "Annual Financial Review" affers a striking comparison with the first copy issued at the turn of the century when a complete coverage of leading Canadian corporations involved only 126 company analyses.

In the majority of cases, three year comparative figures are given for balance sheets and income and surplus accounts, increasing the book's value for analytical study.

The book gives easy reference to details of the various companies, such as dividend records extending back over a number of years, description of plant and properties; producing gold and base metal mines are reviewed and many of the western

oils are included. A record of high and low prices of all listed stocks and bonds extending back over a period of years is also given in the "Review", which has the official sections of the Toronto and Montreal Stock Exphanges.

Individual sales records are posted of the Toronto, Montreal, Calgary and Vancouver Stock Exchanges and the Winnipeg Grain Exchange, a representative list of brokers in other Canadian cities is given, as well as details of Dominion, Provincial and Municipal financing, and other information otherwise difficult to

The "Review" or "Blue Book" as it is familiarly known, is compiled and issued by Houston's Standard Publication, 184 Bay St., Toronto.



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ABOUT INSURANCE

Insuring the Life Value of Property

BY GEORGE GILBERT

T IS coming to be recognized that there are property life values as well as human life values which properly come within the scope of insurance. While the e tablishment in industry of reserves of one kind and another to take care of depreciation of plant and buildings is property is something new on this

During the past few years there the United States of this new method and buildings, carried on before various bodies under the sponsorship of ers, economists and real estate man agers. As a result, legal provision insurance has recently been made in two States, New York and Illinois. follow their lead. Companies empowered to write this form of insurance will likely be started in the such a company has already been granted by the State of New York,

As pointed out by its chief protasystem, for whereas we are accusProperty life insurance, which has been in existence in Europe for a period of about twenty-five years, is likely to be placed on the market on this side of the water in the near future, if present plans are carried through to completion.

There are various forms of this coverage, such as building life insurance, machinery life insurance, and ship and motor life insurance, which undertake to provide for a fixed annual premium protection against the contingency of depreciation, dilapidation of buildings, machinery, etc.

impaired with property insurance, we have so far failed to concede that physical objects may "die" just as

When a Building "Dies"

Thus, as he says, while we have provided for the restoration of objects which have been damaged by accidents of all kinds, we have, on the whole, neglected to provide for their replacement when they have reached the point where they have no real economic justification. He claims that a technique not unlike that of insurance on human life can be applied to structures and plant equipment.
As life insurance has been suc-

cessfully transacted because it is and experience data covering the probabilities of living and dying, and successful because they are based on experience data covering the probability of damage, so through property life insurance, it is contended, a genuine actuarial technique, some

ance, will be introduced into the property insurance system for the first time.

While actuarial tables have been devised based upon experience data covering not only the probable life of structures, machinery and other physical objects but also the probable frequency of damages from depreciation which are to be anticipated, property life insurance is described as pure property insurance and pure risk insurance in all its characteristics, and has a technique all its own.

Similar to the manner in which life insurance insures the life of a man, property life insurance insures the life of physical property. The property to be insured, it is explained, must first undergo a physical examination, and if it is found to be in a normally sound condition it is considered a risk eligible for this form of insurance.

Life Expectancy

Then the next step is to make an estimate as to the life expectancy of the property. Once the "life term" is established and the property graded into the proper risk class and the "insurable amount" fixed, which amount must equal the value of the property without the ground, then the annual premium can be determined. While over-insurance is prohibited under this form of insurance, under-insurance is undesirable because it provides only partial cover-

During the insured life term of the property, it is pointed out, all vitally important repairs are covered they are defined as partial, pre-mature losses—and the death of the property is regarded as having occurred when the cost necessary to carry out the repairs is equal to or exceeds the cost of building a new property. The property is then regarded as not worth repairing and as having ended its useful life span. The insured amount then becomes

Where partial losses are paid, the amounts are deducted from the face amount of the policy, and the remaining sum is paid to the property owner at the end of the insured term. However, the insured may reinstate the policy to the full amount after each partial loss, and if he does so the full sum again becomes payable at the end of the policy term and enables the insured to build a new

It is claimed that through property life insurance a permanent safe guard for the preservation, renewal and reproduction of property is introduced into our capital structure. and that for the negative and inefficient method of writing off depreciation in books only, a positive and constructive insurance system is

Mortgagor Also Protected

For the mortgagee, it is noted, it means reproduction of the full value of the structure, so that the mort-gage loan as well as the equity are creasing security to the equity, in stead of the equity bearing all the depreciation. The mortgagor will tional mortgage funds for unexpected repairs, but will instead keep the mortgage loan intact and in its ori-

A very optimistic view of the benefits to be derived from the general adoption of property life insurance is taken by Dr. Heymann. He believes that slums and blighted areas will disappear from cities and towns once this rational system is introduced into the national economy. By putting a premium on better building, he says, it tends to reduce the necessity for repairs, while at the same time it provides funds for necessary repairs and thereby assures a maximum amount due at the end of the life term of the structure.

There is no doubt that our cities

today contain slum districts in which the buildings consist largely dwellings which in the true sense the word experienced complete preciation many years ago. It pointed out by Dr. Heymann th had property life insurance available and commonly when these structures were built, sums would have been a able to replace them with up-to-d buildings at the end of thirty or fifty years, so that these districts instead of sinking into slun- and blighted areas with old ten ments, would have been able to kee page

INQUIRIES

Editor, About Insurance:

For a number of years we have had insurance with the Dominion Fire Insurance Co. but they have no agent at this point.

I am enclosing a statement from the Milwaukee Mechanics Insurance Co. I would like to take out insurance in this company, but first would like to know from you whether it is a bona fide concern

H. S. R. Jasper, Alta.

Milwaukee Mechanics Insurance Company, with head office at Milwaukee, Wis., and Canadian head office at Vancouver, B.C., was incorporated in 1852, carried on business in Canada under Dominion license from 1928 to 1931, and since Feb. 15, 1939, has again been operating in this country under Dominion reg-

At the end of 1940 its total assets in Canada were \$376,397, while its total liabilities here amounted to \$149,957, showing a surplus in this country of \$226,440. Its total assets were \$12,008,277, while its total liabilities except capital amounted to \$5,544,065, showing a surplus as regards policyholders of \$6,464,211.

Editor, About Insurance:

Some weeks ago I was visited by an insurance salesman who was trying to persuade me to change my not inconsiderable line of insurance from the present carriers to a purely Canadian company. What surprised me most in what he told me was that out of a general premium income in Canada of about \$85,000,000 a year only 16 per cent goes to Canadian owned companies, the rest to British and foreign companies, although Canadian companies write every line at practically the same rates and are qualified to give at least an equal standard of protection and service. He also told me that we in Canada allow companies from every country in the world to sell their insurance here if they can put up the required deposit, whereas most countries, including Britain, close out Canadian companies or enforce restrictions which preclude their entry. In effect, we have free trade in insurance and no one else has.

W. E. J., Peterborough, Ont.

You have evidently been left under a misapprehension as to the existing situation with respect to the insurance business in Canada. With very few exceptions, all the

other than Canadian companies transacting insurance in this country are either British or United States the United States, Canadian companare now carrying on business under no greater restrictions than are placed on British and United States companies doing business in Canada. In fact, in Great Britain the deposit requirements with regard to Canadian companies are not as severe as those with which the British companies must comply in Canada. No fair-minded person in Great Britain would be in favor of excluding Canadian companies from Great Britain. Neither would any fair-minded per son in Canada be in favor of excluding United States companies from Canada any more than any fair minded person in the United States would be in favor of excluding Canadian companies from the United States.

As Canadian companies grow and cover the field in Canada, they seek business in other fields like those in the United States and Great Britain, just as the United States and British

companies, after developing other countries. Capital has n attracted to the insurance b in Canada to the same extenolder and larger countries, as is why there are more insurananies in existence in those coand more of them seeking t in other countries, including (

MUTUA

INSU

Robert Lyn

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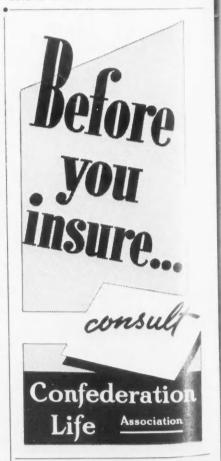
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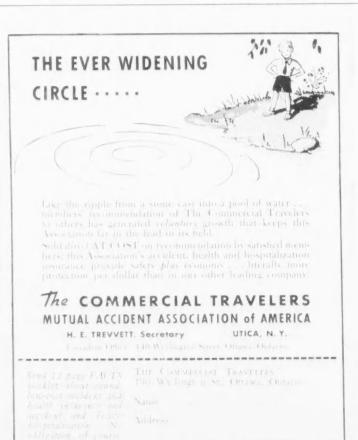
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In Canada last year the net bu miums written by the Canadian panies under Dominion registry \$10,010,987, as compared with \$9,46 985 in 1939; the net premiums writ ten by the British companies \$15,350,818, as compared with \$15 288,353 in 1939; while the net miums written by the United Sta and other foreign companies we \$16,585,563, as compared with \$16. 227,908 in 1939.









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News of the Mines

BY J. A. McRAE

NAZI influence in the United States has been hard at work in recent weeks. Although Washington has been increasingly on guard, yet the termites of Hitlerism marched right into the American citadel. This was in the form of a suggestion that gold mining should be curtailed and that the government should cease to buy added quantities of this precious metal. The suggestion did not come on the voices of high authority, but was confined to the whisper of "little" politicians, possibly too feeble in intellect to realize the purpose for which they were being used.

The United States is sitting astride 80 per cent, of the world's monetary gold. The great gold producing areas of the world are South Africa, Canada, the United States and Russia. The \$22,000,000,000 in gold stored in the United States is a big part of the accumulated power a symbol of the power and the influence of that great nation—the reward of a century of progress and unequalled prosperity.

The British Commonwealth of Nations is the source of more new gold annually than all other parts of the world.

British - American - Russian gold flowing in one great stream is a mainspring of the farflung machine now ticking out the doom of Nazidom. Hitler would probably dance with glee and would shower iron crosses upon all those responsible for stemming the flow of this vital metal.

No matter what the arguments may amount to in regard to the efficacy or inefficacy of gold in national or international economy and trade, the fact remains that gold right now is a main pillar of strength in America and the British Commonwealth. The present is no time for politicians to be digging at its base.

Dome Mines produced \$4,592,553 in gold during the first seven months of 1941 compared with \$4,635,476 in the corresponding period of 1940. Grade of ore was down 25 cents per ton to

Paymaster Consolidated Mines produced \$1,030,292 in the seven months ended July 31 compared with \$995,062 in the first seven months of 1940.

Sigma Mines produced \$1,666,257 in gold in the seven months ended July 31 compared with \$1,314,157 in the corresponding period of 1940.

Gold production from the Porcupine area has shown a steady decline in recent months. April output was 124,185 ounces, compared with 119,539 ounces in May and 116,691 ounces in

Mines in the Kirkland Lake district have been showing a recent increase in production of gold. This is reflected in official data which shows \$9,880,269 produced in the three months ended June 30, compared with \$9,249,203 in the preceding quarter.

Hand Poek Cold Mines reported sharp decline in gold production dur ing the three months ended June Whereas the ore yielded \$10.06 per ton in the first quarter of this year, the output for the second quarter was down to \$8.27 per ton. This decline in grade accounted for the lower production. Officials declare this slump is considered to be merely a temporary condition. The records show that for the last quarter of 1940 the output was \$326,002, with \$310,240 for the first quarter of this year and \$255,126 for the quarter ended June

Bonetal Gold Mines is opening an ore shoot at the 275 foot level where close to 100 feet in length has so far been disclosed. The width of the ore is over seven feet and early sampling indicates values of approximately \$9 per ton. Meanwhile, a crosscut at the 500-foot level is entering the section

this week where the continuation of the Hallnor vein is expected to be

Upper Canada Gold Mines has located rich ore at surface at a point just 500 feet west of its new No. 2 shaft. The deposit is about ten feet in width and the early work has revealed at least some sections of high grade ore, and indicated to be the best so far found on the property.

Wright-Hargreaves will close its fiscal year August 31 and is expected to show a further decline in ore reserves. In 1940 the ore reserves declined about \$1,900,000 below the preceding yar. Now, with officials reporting considerable unproductive exploration during the first half of 1941 the indications are that a further decline may be expected this year. At the peak of prosperity the ore reserves of Wright-Hargreaves were about four years ahead of current output. This compares with recent estimates of 312 years in developed reserve.

Nickel producers in Canada have ear-marked between \$35,000,000 and \$40,000,000 for expansion of produc tion facilities. While this will spread over a long period, yet the govern-ment at Ottawa is expected to offer special inducement for speedy effort possibly to the extent of allowing wide scope in speedy write-off of abnormal expenditures intended to assist the government in its war

Lignite from the Onakawana deposit in Northern Ontario has been put under 400 pound pressure and has been found to be a valuable fuel with a moisture content of just 18 per cent. A test has been made on the T. & N. O. Railway and the fuel pronounced satisfactory. However, there is still the vital question of economic production to be determined. problem now is identical with that of over fifteen years ago. At that time I myself held many square miles of the territory embracing the lignite beds. At that time there was little doubt but that the material could be used to some extent but, there was then as there is now, that exceedingly serious doubt as to whether the material could be mined and treated on an economic basis. The lignite lies beneath a heavy overburden of muck and boulders, with extensive excava-tions entailed before recovering the lignite and with a serious drainage problem also involved. There should be no effort to discourage investigation and experiment, but it is pretty optimism in regard to the prospect of any important source of fuel capable of competing with fuel from various



Vernon Bartlett, Independent British M.P., and special diplomatic correspondent of the "News-Chronicle" who has joined the British Information Service in the United States.



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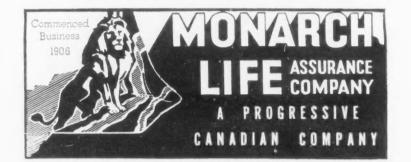
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Head Office for Canada, Metropolitan Bldg., Toronto COLIN E. SWORD. Manager for Canada.

Labor is Beaverbrook's Main Problem

Lord Beaverbrook's chief task, as Minister of Supply, is to straighten out Britain's labor muddle and bring about a proper utilization of the nation's labor resources. Mr. Layton says that Mr. Bevin, the Labor Minister, has been too considerate of the trade unions' objection to the practice of "dilution" -the watering down of highlyskilled operatives by some less skilled - and that it is up to Beaverbrook to bring the unions into line with the nation's needs. Even if it means treading on everybody's corns, the corns must suffer.

THE rushing energies of Lord Beaverbrook, to which the R.A.F. so largely owes its present ability to offend the Nazis all over Europe by day as well as night, are occupied with a very different problem at the Ministry of Supply. It has never been easy, even for Ministers of Supply themselves, to define the exact scope of their work. Where does the Ministry of Supply leave off and the Board of Trade begin? Where does the Ministry of Shipping take over? What say has the Mines Department? Or the Department of Overseas Trade? And, in particular, where does the line divide between the Ministry of Supply and the Ministry of Labor? To Lord Beaver ter so very much. He has been called the pirate Minister, and we will not desert him in his present

There is, however, an apparent oball the problems of supply none is when it has been secured. Since the

Core of the Problem

Army and the Air Force and the into the available stock, and they

except, perhaps, where the Army is BY GILBERT C. LAYTON concerned, is very right and proper. Saturday Night's Financial Correspondent in London But who could pretend that every man (to say nothing of the women)

outside the Forces and the Civil De-

fence Units was engaged on work of

national importance. And who could

say that all men in defence work

were working properly? There are

men still wasting their time in civil

work which has not the remotest

connection with the war. And, nauseating though it be to all of us, there are men employed in shipyards, aviation works and iron foundries, who find it convenient to put in a good deal of parasitic idling.

It is to this muddle and worse

are preoccupations in thousands at the Ministry. There is coal, and iron and steel, and foods, and supplies from America, and shipping to fetch them. It is a job for a big man to understand these, and to frame a priority list, so that the most urgent receive the most urgent attention. On top of the list is labor. If it

than muddle that the Minister of means fighting the War Office to Supply will apply himself. There tackle the problem, then the War tackle the problem, then the Wo nauseating Mr. Bevin, then that too must be done. If it mean outraging the Unions, they must be ou raged. If it means treading on everybody's corns, the coms must suffer. Even if it means genuin hardship, the job must not be balked Go to it, my Lord.

METROPOLITAN LIFE INSURANCE COMPANY

FREDERICK H. ECKER, Chairman of the Board LEROY A. LINCOLN, President

To all Metropolitan Policyholders:

Three and one-half years ago, we decided to devote part of our advertising effort to explaining how a life insurance company operates.

Since then, we have published thirty-nine advertisements having this as their aim. We have told you about mortality tables, dividends, surpluses, diversification of investments, and many other subjects. However, so far in the series we have not covered in detail Metropolitan agency practices and principles which govern life insurance selling

Accordingly, we are devoting this and several succeeding messages to their explanation.

The principles underlying our sales practices are designed to help us provide you with the kind and amount of insurance protection you should have at the lowest cost consistent with safety. Briefly stated, these basic selling principles are . . .

- 1. Your life insurance program should be fitted to your own particular needs and those of your family.
- In taking out life insurance, full consideration should be given to the relationship between your income and your
- 3. As your insurance needs change, or your income varies, your insurance program should be fitted to your new situation in whatever way will best serve your interests and your family's. Your Company or any representative will be glad to advise you in such cases without charging you a fee of any kind.
- The Company should do everything it reasonably can, not only to make it convenient for you to keep your life insurance program in force, but also to help fulfill its objectives.

Life insurance companies have found that the most satisfactory way to help you accomplish these things is through the Agency System. Metropolitan agents are especially trained in life insurance, so that they may be equipped to help you with your problems. This method of selling life insurance has been given the stamp of public approval by generations of policyholders.

S1002-7562

This is Number 40 in a series of advertisements designe to give the public a clearer understanding of insurance company operates. Copies of preceding advertisements in this series will be mailed upon request.

Metropolitan Life **Insurance Company**

(A MUTUAL COMPANY) NEW YORK

Frederick H. Ecker, Chamman of the Board

Leroy A. Lincoln, presentat CANADIAN HEAD OFFICE OTTAWA

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